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# INLAND EMPIRE business journal

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Close Up



**Mitch Levine**  
see page 7

VOLUME 14, NUMBER 10

OCTOBER 2002

\$2.00



Descending through the canyon, one of the two rotating tram cars is nearing the end of its trip on a beautiful summer day.

Photo by Georgine Loveland

## AT DEADLINE

### More Than 80 Formally Endorse Measure A

Environmentalists, elected officials, business leaders and public safety officials join to support extension of transportation funding program.

The list of formal endorsements for Measure A has grown to more than 80, thanks to a broad-based show of support from law enforcement, environmentalists, elected officials and business leaders.

Measure A, an extension of Riverside County's half-cent sales tax on the November ballot, will supply critical funding to alleviate traffic congestion, repair roads and provide transportation alternatives. Support-

*continued on page 20*

## Enjoy a "Natural High" on the Spectacular Palm Springs Aerial Tramway

by Georgine Loveland

Driving up from the desert floor to the beautiful facility that houses the Palm Springs Aerial Tramway, the two (chicken) members of the *Inland Empire Business Journal* marveled at the vertical lift of the infrastructure that supports the tramway.

A state-of-the-art operation, the ride, in one of two new, sleek black cars, takes about 10 minutes each way, with 360-degree rotations along the way so the more courageous of the visitors (nearly everyone else) can enjoy the spectacular view of mountains and valleys from every angle.

Only the outside section of the floor moves slowly; the center is stable for those who prefer to stay put.

The Palm Springs Aerial Tramway is the world's largest rotating tram car operation and climbs from the valley station at 2,643 feet through Chino Canyon to the Top of the Tram at 8,516 feet. The cars are fitted with 800-gallon water tanks underneath the vehicles. Everything needed at the top is carried up this way, and discarded items are returned to base.

The well-trained staff takes good care of visitors—oxygen is on hand;

*continued on page 24*

## Specialty Food Market Opens in San Bernardino to Provide for Needs of Hispanic Communities

by Bethanne Hoerning

With such a high Hispanic population in the Inland Empire, it is understandable that the time has come for a specialty market that is large enough to satisfy the needs of the community. The newly-

*continued on page 34*

## Special Sections

### New Businesses

page 49 to 51

### Calendar

page 52

## PVHMC Registered Nurses Form Union to Improve Patient Care

More than 700 RNs at the First Hospital Built in Pomona Vote "YES" in Landslide Election to Join Nation's Largest Union

More than 700 registered nurses at Pomona Valley Hospital Medical Center (PVHMC) voted overwhelmingly to improve staffing and patient care by forming a union with the Service Employees International Union (SEIU) in an election held on Sept. 17 and 18.

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## Corporate Fraud and Abuse: Symptoms of a More "Global" Problem

In a recent interview, Palm Desert attorney, Walter Clark, reflects on corporate fraud and abuse on Wall Street as symptomatic of a much broader problem: the adequate protection of consumer rights in all sectors of our society.

Q. In these turbulent economic times marred by recent cases of corporate fraud and abuse, has the consumer lost adequate legal protection?

A. There is no doubt the public trust has been terribly shaken, especially in the investment community. Blatant disregard for the law in cases of cor-

porate fraud and abuse creates a serious sense of insecurity and a feeling of helplessness for consumers. Who's really looking out for and protecting their rights? And how can corporations be made more accountable? I believe it's going to take more than new legislation.

Further, it's been estimated "creative accounting practices" and a lack of stronger oversight by the Federal Securities and Exchange Commission have contributed to a depletion in overall value in the U.S. Stock Market by \$7.7 trillion. But what is most alarming in all this is the fact it often takes a subsequent litany of high profile lawsuits by those harmed or suffering loss, before corporate wrongdoers are really taken to task. And the consumer—through aggressive legal representation in court—has an opportunity to secure protections or disclosures that should have been provided in the first place.

What is truly valuable in this process is the advocacy role played by trial lawyers who, in essence, serve as an independent arm for protecting the public's rights—acting as "civil police" if you will. No one else in our society does this. And this is as important to the business community—particularly small business—as it is to the consumer.

Q. How effective is the civil litigation process?

A. If it weren't for the concerted efforts of trial lawyers, many serious abuses and challenges to individual/consumer rights would go unchecked. And this applies to cases ranging from corporate ethical wrongdoing to issues concerning environmental safety and health threats.

For example, who would have individually taken on a giant as big as the tobacco industry, holding it accountable for destructive false claims made for years? Caused General Motors to abandon a car "unsafe at any speed?" Or forced a national tire recall and settlement of damages caused by Firestone?

There's something very rewarding about doing an end-run around harmful special interests/corporate lobbyists by exposing them in court before a jury.

I quote one of my industry colleagues who eloquently summed it up by saying, "The civil justice system

compensates those who are wronged and provides a disincentive for otherwise unfettered corporate abuse that occurs daily in the unending search for quick, huge profits."

Without a doubt, much progress has been made in advancing the cause of consumer protection as the result of this critically essential legal process. We've seen the elimination of many dangerous products—from unsafe autos and drugs to flammable kids' PJs—while we've also witnessed the introduction of greater consumer safeguards and more stringent R&D efforts on the part of product manufacturers. In fact, as a result of all this, safety itself has become a key selling point among most market competitors!

Q. Has the consumer rights movement been derailed by the recent turn of events?

A. The movement has actually been aided by the recent disclosures, civil and criminal charges of corporate wrongdoing. It clearly points out the need to insure greater fairness and integrity in the marketplace. And to establish a better balance between the relatively unbridled forces of corporate control—especially by "insiders"—and the protective rights of the investing public.

While Congress should be lauded for passing new legislation to avert such excesses in the future, we must be ever vigilant for loopholes bought and exploited by special interests. No doubt, lawsuits filed in the wake of recent accounting scandals will prompt major changes in business practices that, on a case-by-case basis, will most likely go beyond the blanket reforms enacted by legislators.

Q. Some say we've become a "sue happy" society and there are far too many costly civil lawsuits. Has this contributed to a weakening of the consumer movement?

A. The fact is, over the years, consumers have actually become less litigious. Prior to the 1990s, it was easier for an individual to file a claim for personal injury. Today, it is far too expensive for the "little guy" to access the civil justice system on his/her own, while much of the paid legal might is "in the hands" of large corporations.

For instance, during the past

continued on page 10

GARY LEMON PROMOTED TO VICE  
PRESIDENT OF TOLL BROTHERS

Under Lemon's leadership, the company opened a Palm Desert office and began building homes in the Palm Springs area three years ago. Toll Brothers Palm Springs area communities include Mira Vista at Mission Hills North in Rancho Mirage and Toll Brothers at PGA WEST™ in La Quinta.

Toll Brothers at PGA WEST™ quickly became the master plan's best selling community. Currently, both the community's The Reserve and The Vistas collections are nearing completion. In addition, home sales at Mira Vista continue to be impressive as several quality home sites remain available.

Mountain View Country Club home sales are expected to begin in fall 2002 with the grand opening of the golf course planned for spring 2003. The spa, tennis and fitness center is scheduled to open fall 2003 with the main clubhouse to follow four to six months later.

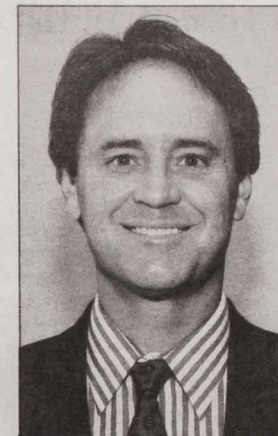
In addition to Mountain View Country Club, Lemon will continue to lead Toll Brothers' expansion in the Palm Springs market through land acquisition, sales and marketing management, and supervision of the senior construction staff.

Lemon's home building industry career began in Los Angeles where he gained valuable experience in all facets of the construction. He joined Toll Brothers in 1996 as an assistant project manager in Scottsdale, Ariz. Quickly moving up the company ranks, he has held positions including project manager, senior project manager and, most recently, assistant vice president.

He holds a business degree from the University of Southern California and is a resident of Rancho Mirage.

Toll Brothers' stock is listed on the New York Stock Exchange and

the Pacific Exchange under the symbol "TOL." The company, celebrating its 35th anniversary in home building this year, currently operates more than 170 selling communities in



Gary Lemon has been promoted to vice president of Toll Brothers, one of the nation's largest luxury homebuilders with operations in 22 states. With his new title, Lemon will be at the helm of the Palm Springs' operation's biggest venture yet: The development and construction of Mountain View Country Club, a 365-acre, master-planned community in La Quinta. With 425 homes and an Arnold Palmer signature golf course, Mountain View Country Club is the company's first master-planned golf community in the area.

22 states: Arizona, California, Colorado, Connecticut, Delaware, Florida, Illinois, Massachusetts, Maryland, Michigan, Nevada, New Hampshire, New Jersey, New York, North Carolina, Ohio, Pennsylvania, Rhode Island, South Carolina, Tennessee, Texas, and Virginia.

For more information visit [www.toll-brothers.com](http://www.toll-brothers.com).



## LAW

## Consortium Establishes First Network to Solve Corporate Workplace Issues

A consortium of leading attorneys, retired judges, human resource professionals, psychologists, law enforcement officials, and security specialists have joined together to form WorkPlace Associates, the first consulting firm with a complete range of expertise to assist corporations nationwide to resolve workplace issues and disputes.

"With employment discrimination lawsuits rising 300 percent a year, there is an overwhelming need for third party independent experts for oversight, investigations, policy recommendations and training," according to WorkPlace co-founder, retired Judge Dana Senit Henry. "We've brought together an unequalled team unlike any other available. Each of our colleagues is top ranked in his or her field."

Henry's co-founders at WorkPlace Associates are Cynthia Gitt,

Esq., a highly respected senior employment counsel and former law professor in the field, and Arthur Fields, Esq., formerly senior executive V.P. and general counsel at TVN Entertainment Corp., now in private practice.

Among the services offered by WorkPlace Associates judges and attorneys are: neutral fact finding, expert testimony and reports, mediation, arbitration and private judging. On the human resources side, WorkPlace offers auditing of company procedures and policies, assistance with federal and state investigations, and temporary human resource executives and personnel. Rounding out its services, the company also trains management and employees to deal with workplace ethics, conflicts and grievances, offering team building, input on hiring and firing decisions, and strategic planning. Further, because

of the need for both external and internal security in today's workplace, the new firm has brought together a group of former FBI and security officials who will consult on these issues and recommend practices and procedures.

"Our goal is to help companies and their counsel create a legally compliant, sensitive and productive workplace, saving headaches and dollars and freeing top managements to concentrate on their core businesses," said Gitt.

The WorkPlace Associates network includes, among others: retired judges; a Senior Employment Counsel, whose members bring legal expertise in employment law compliance and labor law relations; senior human resource professionals; psychologists, and security experts.

WorkPlace Associates, which operates nationally, does not offer legal services. For more information, see the firm's Web site at [workplaceassociates.com](http://workplaceassociates.com) or call (818) 754-3201.

## Timothy McMahon of Archer Norris

Timothy M. McMahon, one of the founders of the firm that has now become Archer Norris, has more than 25 years experience defending complex litigation—with an emphasis on construction defect matters—representing owners, developers, general contractors, subcontractors, and their insurance carriers. He also handles personal injury, products liability and premises liability matters, as well as business litigation. McMahon has defended numerous multi-million dollar cases to successful conclusions and is the managing shareholder in the firm's Corona and Los Angeles offices.

Prior to relocating to Southern California, McMahon practiced in Northern California and is familiar with courts throughout the state of California. Before joining the firm in 1981, he was a deputy district attorney in Alameda County for four years, where he tried 68 jury trials to completion.

He represents clients such as: Scottsdale Insurance Company, Berkley Risk Administrators Company, Milgard Manufacturing, Claims Control Corporation, Nautilus Insur-



Timothy M. McMahon

ance Company, GuideOne Insurance and Long's Drug Stores.

McMahon received his Juris Doctor in 1975 from Hastings College of the Law, University of California and his undergraduate degree from the University of California, Davis in 1972. He is a member of the Riverside County Bar Association, the Association of Southern California Defense Counsel and the Harley Owners' Group.

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## MANAGING

## No-Nonsense Laws for New Leaders

by Dave Anderson

Most businesses are over-managed and under-led. They are heavy on systems and light on people development. The following points help put leadership in its proper perspective and are especially valuable when shared with newer managers who may excel in the technical aspects of their job, but lack a leadership mindset. It won't hurt to share these ideas with your veterans either. Many seasoned managers who were once leaders, are now simply administrators.

### 1. Leadership is an Opportunity

The title of 'manager' doesn't make you a manager; it merely affords you an opportunity to become one. In fact, all a title does is buy you time: time to gain influence or to lose it, to get results or to fail. It's a foolish notion to believe you've suddenly become more competent by virtue of a promotion.

### 2. Leadership Must Be Earned

A manager doesn't automatically have followers; he or she has subordinates. How you act as a leader determines whether subordinates become followers. Subordinates only follow you as far as they have to. They comply but never commit. Followers, on the other hand, go the second mile.

### 3. Leadership Requires Results

Ultimately, leaders are measured by results, not good intentions. You must prove yourself over again each day because tenure and experience don't substitute for results. There comes a day when you have to stop belching out the baloney and bring home the bacon.

### 4. Leaders Must Help Their People Grow

The truest way to measure your leadership is by whether or not you improve the people on your team. Your job is to make your people smarter and better. If you can't develop and grow people, you forfeit the right to lead them.

### 5. Leaders Must Work on Themselves

You have an obligation to grow personally. It's not enough to work hard on the job you must work hard on yourself.

### 6. Leaders Lead by Example

The number one way followers measure you is by whether your talk and walk match. You can talk your talk and walk your walk, but your walk speaks louder than your talk. When you talk right and walk left you leave your team behind.

### 7. Leaders Can Be Fired

Followers must buy into you before they buy into your vision and it's up to you to do the selling. Buy-in is not automatic just because you occupy a leadership position. It is earned and not assumed. In fact, there are two ways followers can fire you, even if your name is on the sign. They can fire you by not performing and they can fire you by leaving. Either way, you lose.

### 8. Leaders are Held to a Higher Standard

You are held more accountable and to a higher standard than followers because to whom much is given much is required. It's the price of leadership. Every day you are on display and whatever you say will elevate or devastate, earn respect or lose it, enhance your presence or cheapen it.

### 9. Leaders are Servants

Leaders serve their people. You must add value to team members rather than waiting to be served by them. Keep in perspective that, ultimately, you are not measured as a leader by how far you go and how much you get but by how many people you bring with you.

### 10. Leadership is an Acquired Skill

Leadership is not genetic. History is filled with droves of deposed monarchs and heirs who lost family fortunes that substantiate this. Leadership is developed, not discovered.

### 11. Leadership Abilities are Revealed in Crisis

It's easy to lead in good times, steering the momentum and leading the parade. But a downturn will expose any sins you inflicted during the good times. When you squeeze a lemon, lemon juice comes out. When you squeeze an orange, orange juice comes out. When you get squeezed, whatever is inside will come out as well. You are not made in crisis, you are revealed in it.

### 12. Leaders Stretch Their People

You aren't paid to maintain people, to administer them or to merely manage them. Leaders are paid to stretch others, to develop them, to impact them. If you're not stretching you're not leading.

### 13. Leaders Hold Their People Accountable

You must hold people accountable. You can show no greater respect for a follower than when you let them know exactly where they stand and where you stand. Care enough to confront.

### 14. Leaders Delegate

You must build a team. If you can accomplish your goals by yourself they are too small. One of the key transitions you must make is focusing less on how much you can do personally and shifting your efforts to getting more done through others. Once you do this you multiply your effectiveness. Until you do, you are simply another overloaded lone ranger leader that plateaus and then plunges.

### 15. Leaders Lean on Their Strengths and Outsource Their Weaknesses

Know your strengths. Look in the mirror and face up to your strengths and weaknesses. Then, spend as much time in gifted areas as possible,

delegating, outsourcing and training your weaknesses away. When you work in an area of strength, you can attain excellence. Working in areas of weakness is simply a form of damage control. Endeavoring to become a 'jack of all trades' is a recipe for mediocrity.

### 16. Leaders Discriminate by Results

You must discriminate. Not on the basis of race, religion or gender but on the basis of character, capability and performance. Give your best to the best and less to the rest because there is nothing more unequal than the equal treatment of unequals.

### 17. Leaders Constantly Raise the Bar

Maintain pressure to perform. People are not at their best when life is too safe. A heightened bar raises adrenaline levels and evokes creativity. Prolonged equilibrium in your business dulls its senses and makes it less responsive to changes occurring around it. In this state, your organization is at maximum risk.

### 18. Leaders Give People What They Earn

Run a meritocracy. Give people what they deserve. Eliminate the entitlement welfare mentality under-achievers cling to. Unplug the entitled

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# OPINION

## The Spectre of Unintended Consequences

by Rick Smetanka, CPA

Every new law has its downsides and the much-heralded corporate and accounting reform act signed into law at the end of July by President Bush has its drawbacks. One of the biggest in my mind is the fact that its rather onerous requirements may scare away from public ownership, up-and-coming private companies that could be the next Microsoft or Broadcom.

The new law demands improvements in the manner in which public companies govern themselves and places an even higher premium on attracting objective and active board members. The law is very comprehensive in addressing issues ranging from corporate governance and accountability, enhanced disclosures, oversight of public accounting firms, and stricter penalties for those who break or abuse the regulations intended to keep business honest.

Set against the business excesses of the 1990s, the law has undoubtedly sent a strong message to corporate America that the conduct we have seen from leaders at companies such as Enron and Worldcom will no longer be tolerated.

But, as with so many well-intended legislative measures, there is always the spectre of unintended consequences . . . sometimes the ultimate effect of a new act can be worse than the problems it was designed to solve. It's certainly too early to tell what dampening effect, if any, the reform act may have on the financial health and market vitality of public companies, and those intending to go public.

The new law will certainly mean higher costs for corporate necessities such as insurance premiums and audit fees, as well as other expenses related to corporate governance. Similarly, with the introduction of the Public Company Accounting Oversight Board, smaller public accounting firms may no longer wish to practice in this area, leaving it solely to the larger firms that will be able to pick and choose their clients and charge whatever they want.

The legislation will almost cer-

tainly slow the pace of small, emerging private companies venturing out into the public marketplace, and will cause smaller public companies to question whether they really want to be, or can afford to be, a public company. Without question, the requirement that CEOs and CFOs affix their signature — and reputation — to their public company's financial statements, will make the owners of private companies think twice about going public.

It will be interesting to see, once our equity markets and economy are more receptive to new stock offerings, if the law has cast a shadow over that extremely important aspect of our country's business enterprise. Only time will tell.

On the other hand, while the new law has many facets, I strongly support the requirement governing the makeup of boards of directors and audit committees. In this new climate of accountability, board members will need to become more attentive, deliberative and independent than ever.

Instead of granting carte blanche to the CEO and senior managers, the board of directors must — and now hopefully will — be ultimately responsible to the shareholders by overseeing the activities of the management team, ensuring they are competent and trustworthy; establishing selfless business strategies and policies; monitoring business operations; and making wise, unfettered decisions based on informed and meaningful deliberation.

The ultimate corporate purview of a board of directors revolves around the sacred duties of "loyalty and care." The duty of loyalty requires directors to place the company's position over any personal or business interests of the directors or their friends or associates. The duty of care requires the directors to make business decisions on the basis of fully informed and meaningful deliberations.

While the jury is still out on the full impact the new reform act will have on the nation's business climate

continued on page 8

# COMMENTARY

## The Dark Side of Amber

It is obvious that the Amber Alerts are working.

Named for a missing girl in Texas, Amber Alerts ignore the old 48-hour embargo on missing children and get every state-wide radio and TV station involved as soon as a child is reported missing. Modern technology ties in such things as highway signage to add to the mass notification. TV crime buster John Walsh heartily endorses the idea, as well he might. His own son, Adam, was kidnapped and murdered 21 years ago and the boy's ghost still haunts his father.

Fewer than 20 states have adopted the system, but here in California we have seen positive results. A young boy from Riverside was found near Reno on the same day he disappeared. The same was true of two teenage girls who were taken from a lovers' lane.

But Amber Alerts are not without flaws. L.A. television has already begun to treat the alerts with the same sensationalism as high-speed freeway chases, complete with "Full Team Coverage." It has to be asked if they are using their coverage for good or for ratings.

Then there is the fear of vigi-

lantism. To good ol' boys out on the freeway; one white pick-up looks like another. Rather than calling 911, they would just as soon take matters into their own hands against some "pervert." Not having the right man is hardly an issue as long as they get to kick some serious butt.

Local broadcasters are concerned as well. One has told me that he hopes Amber Alerts are not going to go the way of lost dog reports, read off as a long list every morning when people have given up all interest. Do you remember those milk carton pictures? They were considered a great thing at the start. Have you even seen one lately?

Finally, there is the question of the missing children, themselves. We must remember that there is a wide difference between sexual perversions, custodial disputes and teenage runaways. Lumping them all together as "missing children" does a disservice to all of them.

Make no mistake, the Amber Alert is a wonderful way to utilize modern communications technology to keep our children safe. But like so much that has come before it, misuse and misunderstanding of the system serves no one.

## Mudslinging and Ethics Don't Mix

It is sad to see politics turn a person into someone less than he or she is. Sad also for voters to be rudely confronted by reading or viewing one virulent attack after another by candidates against their rivals. That type of thing can turn a voter against all politicians . . . the tarred brush syndrome.

On the eve of an election, the public is inundated with political advertisements in newspapers, magazines, billboards and on radio and television. If you add all the panel debates, feature stories, and personal campaigning (which voters don't have to be exposed to unless they are really interested), that's a lot of politics.

The only thing that makes it

bearable is if it is really unbiased, factual information that is being communicated. When it is mostly innuendo, smears, or just plain dirty, the public is inclined to believe all those jokes about lawyers and politicians . . . that where there is smoke, there must be fire.

When voters must choose between candidates for all the elected offices on a ballot, they don't want to feel that they must choose the best of a bad lot. Our elected officials in all forms of government should be basically good people that we can depend on to do their best to serve all the people in an honest, dedicated fashion.

Come on people, let's keep the fight clean.

# CLOSE - UP

## Mitch Levine Looks Beyond Current Trends as the Visionary Director of Film Festivals

by Mark Sarto

Imagine inviting 70,000 of your closest friends to the movies and they all show up.

That is exactly what happened this past August to Mitch Levine, the newly appointed executive director and CEO of the Palm Springs International Film Festivals. He has been running his own production company for the past 20 years but has suspended its operations while directing the festivals.

Levine is focused and confident. He does not spend a great deal of time discussing past accomplishments, rather his focus seems to be on today and tomorrow. His idea is to keep focused on the future—as he describes it, "Look beyond current trends, look at the trend beyond the trend." He is very enthusiastic about the future of the Palm Springs Film Festivals

*"All of us have been practicing for a new role all of our lives. The question is, when the role is offered to us, will (do) we recognize the opportunity?"*

which are made up of two major events: the Nortel Networks International Film Festival and the International Festival of Short Films. Both festivals are world-renowned.

The Nortel Festival screens a majority of the official foreign language submissions to present to the Academy of Motion Picture Arts and Sciences for best foreign language films.

The International Festival of Short Films is the largest short film festival in North America and the second largest in the world. It is the largest arena for acquisitions of short films in North America. This festival is the primary place that distributors go to purchase films. The festival enjoyed a 25 percent increase in attendance over last year. Levine is looking forward to the steady growth of both events.

When he speaks of growth, he is referring to three market segments the

festival wants to attract and grow: audience, filmmakers, and corporate sponsors.

The festival attracts its audience by challenging and engaging viewers and providing the unique opportunity to see films they could not see anywhere else in the world. The lesson here is to exceed expectations. This is done by using a team of talented programmers to find the best films from around the world and maintain a world-class reputation.

"Do not underestimate the consumer's (audience's) willingness to embrace something new," says Levine. "If you package something in the right way, often time they are ready to receive in unexpected ways. Many businesses make the mistake of underestimating the consumer."

"By attracting a large audience you will naturally attract filmmakers. Of course as a filmmaker you want your film to be seen by as many people as possible. Now this is what I call a 'win-win' situation. The better the films, the better the reputation of the film festival and the more people will come to be entertained. This is what attracts quality filmmakers."

Corporations love to sponsor events that attract a large number of people; this is what Mitch Levine has done and will continue to do in Palm Springs.

The circle is complete when all three market segments win—the perfect business model. In fact, an important theme that runs throughout Levine's business philosophy is that success comes when you help others get what they want!

How does he do it? He believes in a series of steps to achieve a successful conclusion to the process. Creativity, focus and clearly defined goals are essential components throughout the process of directing a production.

**Preconceptualizing and Dreaming**  
The use of imagination in business today is underutilized. "I try and work backward from the goal and set up what is a realistic and pragmatic timeline," says Levine. "In running a film festival, I have to imagine what an audience wants to see. Get into the mind of the filmgoers," he says, by asking, "What would I like to see, and

what overall experience would I like to have?"

Don't be afraid to dream as a business leader. Some of the greatest achievements have come from those who had a crazy idea; were mocked and were told it could not be done, but they believed and did it anyway. Levine advises, "Look beyond current trends, look at the trend beyond the trend."

**Advertising and Marketing**

For the film festivals, advertising includes securing venues to show the films. Effective advertising to attract the three market groups: audience, filmmakers and corporate sponsors is essential. The interesting thing is that all three groups must be sold to one another in order to have a complete package.

**Leadership**

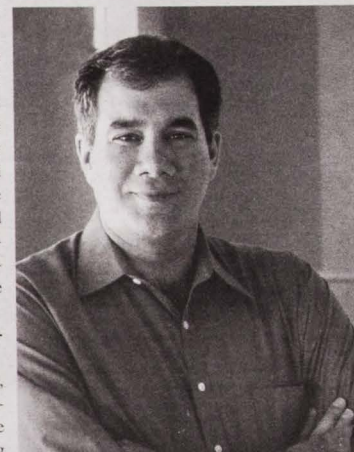
Directing a film or film festival takes hard work and coordination of many different types of people. Leadership, according to Levine, is essential, whether you are directing a movie or a business. The parallel between movies and business is "collaboration." "My view of leadership is inspiring people to use their creativity to realize the vision of the greater thing, whether shooting frames or running a film festival." He goes on to say, "I believe in the creative process and I believe the creative process is collaborative."

**Conclusion**

The successful conclusion comes, as he describes it, "when the audience is sitting in a theater being engaged and entertained."

**Standing Ovation**

What goes through the mind of an actor, filmmaker and stage director when asked to be the CEO and executive director of the largest film festival in North America? What does such a background have to do with business? The answer to these questions may be the most beautiful part of the story, because its answer is so valuable to all of us.



Mitch Levine

Mitch Levine has unshakable confidence, because he has practiced for the part all his life. All of us have been practicing for a new role all of our lives. The question is, when the role is offered to us, will (do) we recognize the opportunity? Mr. Levine explains, "My career has always been about seeking opportunities and embracing those opportunities as they have presented themselves."

Embrace the unknown, and be willing to consider opportunities that don't appear to be a logical next step in your career. "The opportunity of

**The International Festival of Short Films is the largest short film festival in North America and the second largest in the world.**

running the Palm Springs Film Festivals was a perfect match for a set of skills and talents I have and a community that was ready to embrace an artist as its leader."

The 14th Annual Nortel Networks Palm Springs International Film Festival will be held beginning Jan. 9 - 20, 2003. For information regarding both festivals, please call 760.322.2930 or visit [www.psfilm-fest.org](http://www.psfilm-fest.org).



## COMPUTERS/SOFTWARE

## The Jaguar Is Here

by J. Allen Leinberger

## Baby steps.

In one recent column, I mentioned that most of the major computer programs were moving in baby steps.

The Apple Macintosh operating system for most of the 1990s was some form of system seven. Towards the end of the decade OS 8 came out. Followed quickly by its decimal point siblings, OS 9 led us to the new millennium, but by the time we got up to OS 9.2.2, the big bad OS X was ready to change the computer world forever. Fans loved the fact that OS X was based on Unix, a very stable 40-year-old platform. Critics complained that it was based on Unix, an ancient platform.

With OS X came a new look for the Apple computer screen. It was a three-dimensional blue plastic look called Aqua. And it required most of

your favorite work programs, like the Adobe systems and Microsoft Office, to be rewritten in order to be compatible. This was also true of such add-on's as the Palm desktop program and AOL.

In exchange it gave us a new internal jukebox system called iMusic, which would, not without coincidence, work with the new Apple iPod portable MP3 player. It also gave us the iDVD and iMovie packages and a program called iTools, a free Internet help program. OS X was not without problems, and they were fixed in baby steps. The most recent fix was called OS X (10.1.5).

## Now come Jaguar, OS X (10.2)

In many cases, Jaguar is meant to be a big updated improvement. Truth to tell, many updated programs are not updated enough. My favorite office program, Appleworks (made by Apple itself), is suddenly outdated and unusable. The iTools program

has been replaced by a pay-as-you-go system called .MAC. (When Stephen Jobs gives us a freebie, sooner or later he takes it away.)

There are, to be fair, many good and noble fixes in 10.2. The first one, for me, was the fix on my new printer. For some reason, it would print just fine in the OS 9, or Classic, function, but not in 10. Now, whatever problem was there is gone and 10.2 prints fine also. And that criticism of the 40-year-old Unix system has been addressed with a number of fixes to the base Unix program.

Sherloc 3 is an update that puts the computer itself in direct competition with any number of third party programs. Now your computer is itself designed to find maps, movies, stocks, airline flights, eBay and more.

The new address book may seem redundant to you. If you already have a database system like Filemaker Pro, or a simple organizer system like your Palm, then one more address listing will likely be one too many. Still, this one is designed to work with another new program called Bluetooth, which will give you instant connections to your cell phone. This is only just getting up and running, so I expect that there shall be more on Bluetooth at some later date.

Rendezvous is a compatibility function that works to ease connections for file sharing, printers, AirPort and more.

For the Internet, Jaguar adds a junk mail filter, which is good, and iChat functions, which enhance Instant Messaging with things like color balloons and pictures of your friends. To me, such things just take up hard drive space. Still, it is a very

good thing that I can now review e-mail at home that I read during the day at work. I am not sure if I need to thank Apple or AOL for that one.

Then there are several enhancements that Apple claims are federally mandated for Universal Access. But do you really need the Turn On Zoom function or Switch to White On Black? There is also a spoken user interface, but all of the available voices tend to sound like Amy, the gorilla in the film "Congo." Speech recognition lets you give the computer orders, like Captain Kirk, but this is something that has been developing over several years.

Back in the '80s, the great advantage of Apple was a function called "click and drag." Today, USB and Firewall connectivity allows what Apple now calls "plug and play."

In general, I find the improvements over the original OS X to be worthwhile. Russell Poucher of Creative Resources in Orange County had advised me not to use the original OS X until bugs were worked out. His company hosted a big celebration party for Jaguar when it was released.

I still need to upgrade my Appleworks program. And After Dark, I am told, is coming back with new screen-savers, which they quit making when OS 9 came out.

One other thing. That faux fur orange and black logo for 10.2 is NOT a jaguar. Jaguars are black. Orange with black spots is a leopard.

(One final note. After this column was written I checked the Internet and found an upgrade to OS X 10.2.1. Baby steps).

## Opinion...

continued from page 6

and day-to-day operations, in the final analysis I believe these tougher rules will make our corporations more honest, our capital markets more trusting, and our investors more confident.

Rick Smetanka is a partner of Haskell & White LLP, an accounting and

business consulting firm in Irvine, CA. He is a senior member of the firm's audit and business advisory department and is responsible for the effective planning and execution of audit and consulting engagements for both public and private companies operating primarily in manufacturing, distribution, and technology industries. His clients have ranged from Fortune 500 companies to entrepreneurial start-ups. His phone number is 949.450.6200.

## CORPORATE PROFILE

## DiamondCard Processing Provides Services for Small Businesses That Are Usually Reserved for the Bigger Guys!

by Georgine Loveland

Paul Manilow is the senior vice president of DiamondCard Processing Corp. in Rancho Cucamonga and a passionate player in the competitive world of credit card processing.

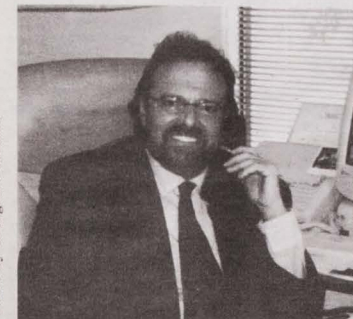


Photo by Georgine Loveland

DiamondCard's Paul Manilow

"The small business person gets lost in the shuffle," Manilow explains. "For big business, customer service is second to none. We specialize in satisfying the financial needs of small-medium-sized businesses by offering them the most economic form to take payments from their clients, which includes the lowest discount rates on credit cards, ATM debit cards and a brand new check guarantee imaging program that guarantees "No more

*"We brought sanity to this business. We all have a bigger purpose on our short route through this planet and we have created a business with a purpose. It is a business with a heart!"*

bounced checks!" The company can offer discounts to businesses because of the large businesses on its client list, allowing the firm to factor in discounts for the smaller ones.

DiamondCard operates nationally, with offices in Manhattan, but its hub is Rancho Cucamonga in a charming new Spanish-style building that Manilow designed, located at 7828 N. Haven Ave. The odd-shaped lot presented some challenges, he

said, and required creative architectural planning. The interior provides a comfortable, warm feeling for the firm's employees, which is very important to Manilow, who is known simply as "Paul." He wouldn't have it any other way.

Manilow employs as many talented minority workers as possible, exemplifying his deeply-held belief to offer opportunities to those who are marginalized and often have trouble opening the right doors to a productive future, through no fault of their own.

He feels the same about the small entrepreneur who is working to establish a "Mom and Pop" store, small restaurant, service business, photo lab, etc., and doesn't have a

clue as to handle the processing of credit card, debit cards, and checks, without paying exorbitant rates to large banks and financial institutions who also hold onto the money longer. Manilow guarantees 48 hours, max, to get his merchant paid.

Immigrants struggling for a new start in a new culture have a special hold on his heart. "Minority storekeepers cannot get processing at fair rates," he commented. "We brought sanity to this business. We all have a bigger purpose on our short route through this planet and we have created a business with a purpose. It is a business with a heart!"

Manilow's compassion can be traced directly to his religion and his roots. Born into a family of rabbis who had emigrated to America from Eastern Europe, Manilow's father started humble beginnings, worked his way out of poverty and became a very successful businessman who owned his own office building in New York City. "My dad was one of a kind," his son recalls. "He treated everyone the same."

The elder Manilow insisted that every employee call him "Abey," never, never Mr. Manilow. He was great friends with Joey, who ran a shoeshine business and who polished

Abey's shoes every morning. They talked about life. They were great friends—different skin color, different religions, different cultures. None of those things mattered. They were human beings who had a great respect for each other. Abey also refused to sit in the shoe shine stand's chair, which would have placed him higher than his friend—he stood.

"Thank God, I was poor in the beginning," Manilow's father used to say. He believed in the equality of man and valued the lessons he learned from his early life. He also didn't believe in ostentation of any kind. Regardless of his considerable wealth, he insisted on driving only "Chevies," and when his children bought him an Oldsmobile for his birthday, he sent it back. "Everyone is the same," he taught his family. "Rich or poor, we all will die."

When Abey Manilow died, Joey

ness/economics and a minor in philosophy. He taught economics for a semester and didn't like it, so he got involved in finance and mortgage lending. "I felt there was a bigger purpose [for me]," he explained, "although [that profession] would be a nightmare for some."

Always innovative, Manilow soon recognized the value of the "gift card" concept, as one of the successful tools for small businesses. "Let the small merchant design his or her own card and logo," he advises. "This will create loyalty to the business, add to their advertising and eliminate trips to the post office with packages. The benefits are important to the merchant. The customer buys a gift card for, say, \$100. The business then has the advantage of using the money—five cards equal \$500 in free capital. There is no hold on the funds like with a bank."



DiamondCard Processing Corp. is located at 7828 N. Haven Ave. in Rancho Cucamonga.

Photo provided by DiamondCard

cried the most at his friend's funeral. "He was unconsolable," Manilow said. Abey was irreplaceable.

His son, Paul, credits not only his father, but also his mother and entire family for his approach to his business which has made him a leader in his industry. "My parents had a great sense of pride in America."

"Religion has been the main driver to focus on small business," he noted. Manilow attended Hebrew school and graduated from Queens College with honors, earning a degree in busi-

Customer service is vital. "No one will get lost in the shuffle; our customer service is second to none," he added. DiamondCard offers 24/7 service to its clients, all live operators, 365 days a year.

In Rancho Cucamonga the company employs 25, all of whom inspire respect and loyalty from their employer. Shawn Jarrett is head of the computer department and the national recruiting effort and Emilia Ramos

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# UNITED WE STAND





## CORNER ON THE MARKET

## Listening Your Way to the Sale

by Lou Hampton

With customers today being more sophisticated than they were just 10 years ago, salespeople in every industry are up against a new set of challenges. No longer does a slick sales presentation guarantee a signed contract. In fact, anything that your customers perceive as a sales pitch will prompt them to immediately tune you out and seek another vendor.

The fact is that to be successful in today's highly competitive marketplace, salespeople need to learn an entirely new skill—the skill of listening. The top-tier salespeople know that sales is simply a matter of listening to what their customers perceive as the need and then identifying what their customers want from the exchange (the solution to their need). When you can respond to your customers so that the presentation is completely based on what they've told you, then you're allowing your customers to sell themselves, thus enabling you to close more sales.

If your listening skills aren't on the mark, or if you believe you listen well and still aren't meeting your sales goals, then incorporate the following three strategies into your next sales presentation. By doing so, you're guaranteed to see improved results.

#### 1. Do research prior to meeting with your client.

As little as 20 years ago, doing research on a client was a tedious task. It involved hours in the library, sorting through stacks of books just to find even the tiniest scrap of informa-

tion about your customer's industry and current concerns.

Thanks to the Internet, however, company research is now a very simple task. Visit your customer's Web site and read online business and trade publications in order to learn all you can about your client's industry and concerns. Learn about any new regulations that may impact your client's business, identify what your customer's competition is doing, and become proficient at any industry jargon so you can carry on a conversation using your client's terminology. As you conduct this research, write down any questions you need answered in order to position your product or service more effectively.

When you meet with your customer, go in with that question list and use it as a focal point for the conversation. This doesn't mean you have to fire off questions in a precise order; it should simply guide your conversation so you can learn everything possible about your customer's needs. When you do this, you allow your customers to do the majority of the talking. As a result, they'll sell themselves on your proposed solution.

#### 2. Listen for mystery words.

Every salesperson has heard mystery words during a sales presentation, yet few ever seek clarification from their customers. Mystery words are those words that don't have a clearly defined and narrow meaning. It's a word that can be open to significant and different interpretation.

For example, words like "good," "positive," and "inexpensive" are ambiguous. What is defined as "good" or

"positive" to one person may have a totally different meaning to another. Consider the term "positive attitude." Most people think of "positive attitude" as meaning perky, upbeat, and happy, while others think it means being assertive and action-oriented. It all depends on your outlook.

Whenever you hear a word that's open to interpretation, ask the client to clarify the precise meaning. If you're astute enough to listen for these mystery words, you can overcome nearly every challenge related to the sale. For example, if you hear a client say, "Service wasn't good," you've just heard a mystery word. Ask what good service means to your client. What are the exact criteria that particular company uses to judge good service?

When your customers can explain what they mean using specific terms and/or examples, you can break each point down and respond accordingly. Whether there are one or 20 mystery words during the course of the conversation, effective salespeople listen for each one and go through them all to understand precisely what the client wants.

#### 3. Give your customers a summary of what you've heard.

After hearing your customers' concerns, conduct a summary by repeating back what you heard. Then state an agreement that what you're walking away with from the conversation is an accurate portrayal of their concerns and wants. By doing this, you assure your clients that the solution they're getting is going to be designed specifically for them.

Most salespeople have a disillusion that their company, product, or service is unique in the marketplace. In reality, that's rarely the case. Most companies and their products or services are far more alike to their competitors than they are different. What truly sets you apart from the masses is your ability to listen and then prove you're listening by recapping the conversation.

Listening to your clients shows them that you're trying to solve their current challenges and not just delivering a stock solution. Even if what you're proposing is a stock solution, your clients will feel that it was designed just for them. This also positions you as someone who is a part of the team and willing to help, rather than as someone who's simply attempting to get money or sell something.

Listening your way to the sale is the most effective way to get the signed contracts you desire. When you build relationships rather than recite canned presentations, your clients will reward you with future business and peer recommendations. By practicing these three steps you can make all your professional communications much more effective and much more profitable for you and your company.

*Lou Hampton is president of The Hampton Group, a Washington, D.C.-based firm specializing in presentation, message, media, and crisis communication. If you have any questions or comments, Lou can be reached via his web site: [www.hamptongroup.com](http://www.hamptongroup.com).*

main/probate/guardianship cases (8 percent).

If anything, a growth in litigation has occurred in the business sector where more and more companies are suing each other over disputes (e.g., contractual and property). Further, insurance companies are spending more and lobbying more today to avert personal injury and punitive damage case settlements, despite the fact only a few ever result in large, highly-publicized jury awards. Indeed, multi-million dollar verdicts for plaintiffs are 12 times more likely to be reported in the

press than a case that results in a zero award!

**Q.** Can you offer some case examples?

**A.** A good case in point is the 1966 landmark \$333 million settlement awarded to scores of families in Hinkley, Calif. for toxic contamination of their water supply by a giant state utility. The famed Erin Brockovich, who spearheaded the case for her firm, cites the fact that, regardless of the surprisingly large settlement, no dollar amount can ever compensate for the deaths, miscarriages, deformities and

chronic health problems that will plague the people of this small rural town for years to come.

More recently, I can cite an example of an extraordinary case handled by my firm, concerning a serious personal injury auto accident caused by a known traffic hazard on a local highway in Joshua Tree. For the past 10 years, police and other authorities have filed several reports with the State of California about a dangerous section of road on Hwy 62 at the Saddleback intersection. Numerous colli-

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## IN THE INTEREST OF WOMEN

## Palm Desert Announces Inaugural Athena Award Recipients

Sonia Campbell, owner of Spectacular Shades on El Paseo, and Jean Ann Hirschi, attorney at law with Walter Clark Legal Group, will be the first recipients of the city of Palm Desert's inaugural ATHENA Awards on Wed., Oct. 30, at Desert Willow Golf Resort. The ATHENA Awards is sponsored by FirstBank.

Campbell will receive the Entrepreneurial ATHENA Award and Hirschi the Corporate Business ATHENA Award.

These two exceptional women were selected because they have achieved excellence in their business or profession, have served the community in a meaningful way, and have assisted women in reaching their leadership potential, all criteria for the ATHENA Award nomination.

Campbell is a member of the Palm Desert Chamber of Commerce, Soroptimist International of Palm Desert, Fashion Group International, and the El Paseo Business Association. On the Palm Desert Chamber of Commerce for the past 11 years, she served on the board of directors for six and was a member of the executive committee. She has served as president of the Soroptimist International and chaired numerous committees.

As president of El Paseo Merchant Association for the past eight years, she has helped the association promote the avenue as a world-renowned shopping and cultural center of Palm Desert. Her community service includes being appointed to the Planning Commission, the Zoning Ordinance Review Committee, the General Plan Advisory Committee, and liaison to the Art in Public Places Commission.

Campbell also belongs to the Palm Desert Woman's Club, the League of Women Voters, Leukemia Society of America, Desert Chapter Board of Directors, Muses, McCal-

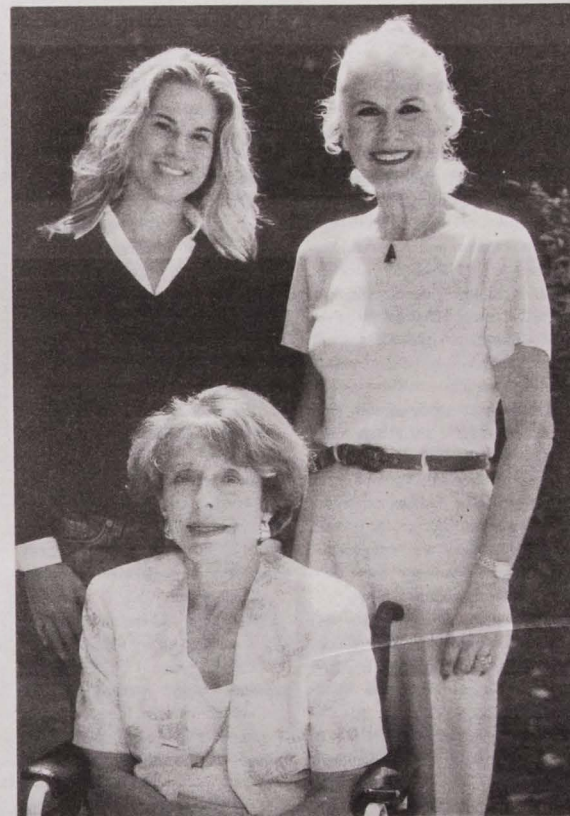
lum Theatre President's Circle, the Coachella Valley Lincoln Club, and president of Hovley Court Homeowners Association. She has won numerous community and civic awards. Jean Ann Hirschi has been a tremendous role model and mentor for women of all ages and all walks of life throughout the Coachella Valley. In her profession as an attorney, she has been a leader in the Desert Bar Association and the first woman president in 1974-75.

Hirschi attended Randolph-Macon Woman's College in Lynchburg, Va, for two years and finished undergraduate school at UCLA with a major in political science. She attended the UCLA School of Law and has been practicing law in Palm Desert since 1961. Held in the highest esteem among her colleagues, she declined invitations to the bench.

In addition to her membership on the Desert Bar Association, Hirschi serves on the boards of College of the Desert Foundation, Desert Samaritans for the Elderly, ACT for Multiple Sclerosis, Palm Springs Desert Museum, and the Virginia Waring International Piano Competition. She also serves on the Planned Giving Committee for COD Foundation and the Vestry of St. Margaret's Episcopal Church.

As part of the awards' ceremony, Waste Management of the Desert has selected to present a \$2,500 ATHENA Scholarship award to Morgan Miller, a junior at California State University San Bernardino, Palm Desert campus. Miller is pursuing a bachelor of arts degree in psychology with plans to attend graduate school for a masters of science in educational counseling or industrial/organizational psychology. The scholarship will help pay her tuition.

Miller, who achieved a 4.0 grade point average while attending College of the Desert, supports herself with a



*Palm Desert Athena Award recipients are: seated, Jean Ann Hirschi; standing, from left — Morgan Miller and Sonia Campbell.*

full-time job at Outback Steakhouse. Through her work, she has volunteered for numerous community service events.

Nationally, the ATHENA Award Program is underwritten by the Oldsmobile and Pontiac GMC Division of General Motors, and National City Bank. The program started in Lansing, Michigan in 1982 and is presented in hundreds of cities across the U.S. and Canada. A hand-carved bronze sculpture symbolizes the

strength, courage, and wisdom of the ATHENA recipient.

Palm Desert believes in the values underlying the ATHENA Foundation's philosophy of incorporating the talent and expertise of women into the leadership of our businesses, communities, and government.

*Tickets to the luncheon honoring these women are \$40 per person or \$350 for a table of 10. To purchase tickets, please call 760-346-0611, ext. 488.*

## Corporate Fraud...

*continued from page 3*

decade there has been a steady decline in civil suits in California, even while the population has continued its rapid growth. Between 1988 and 1993, personal injury, death and property damage suits dropped more than 35 percent—from 133,000 to 87,000 in the state. The majority of all suits filed today are for criminal cases (52 percent), followed by family law/divorce (24 percent), real estate/contractual disputes (16 percent), and eminent do-

**Ontario Convention Center**  
**Women & Business Expo, May 16, 2003**



## EMPLOYERS

## Do You Know if You're Hiring Criminals?

by Kelly D. Smith

*Workplace tragedies may be prevented by conducting background checks.*

When you hire someone without conducting a thorough background check, you may be hiring a convicted thief or someone with a violent history. These days, investigating a job applicant's background not only keeps the workplace safe, it helps protect company assets. Several lawsuits have held employers accountable for employing people who committed a crime, either on the job or with information gleaned through work. They lost millions—by compensating victims or to dishonest employees—when they could have avoided the problem with a thorough background check.

A professional background check can protect you and your business from workplace violence, theft, fraud, sexual harassment, and negligent hiring lawsuits.

Somerset Auctions settled a multi-million dollar wrongful death lawsuit. Somerset hired convicted felon, Mesa Kasem, to deliver goods to customers. Kasem recruited a fellow gang member to help him rob the home of customer Kim Fang. On Jan. 4, 2000, the gang members

barged into Fang's home and pistol-whipped Fang's wife, her brother, and the nanny. Fang fired his own weapon, killing Kasem—then Kasem's accomplice shot Fang twice in the back. The lawsuit claimed Somerset failed to use reasonable care to discover Kasem's violent criminal background, which included a conviction for shooting at a woman in a home.

A Silicon Valley software company, Sagent Technology, hired 51-year-old Gary Jones, a man known for going to church and driving the elderly to doctors. Jones was a three-time convicted felon for larceny, fraud, and forgery. He began cheating modestly at Sagent, starting with a \$172,500 forged purchase order. In August, he pled guilty to a \$5 million scheme to forge sales to the federal government.

In these cases and others—businesses large and small could have spent as little as \$9 to avoid tragedy and losing money. People lie on job applications every day. Of more than 2,000 background checks a day done by Pre-employ.com, Inc., one in 10 comes back with a "hit." A hit means applicants have felony or misdemeanor convictions; the social security number is wrong or has several aliases associated, or they've lied

about educational background, etc. Criminals also re-offend. Fifty three percent of prisoners released were arrested within three years for new felonies or gross misdemeanors.

Of inventory loss in 2001, 45.9 percent was from employee theft. There were 900 homicides, 36,500 sexual assaults, and 70,000 robberies in the workplace, on average, each year between 1993 and 1999 and 1.54 percent of the incidents were employee against employee; 2.13 percent were employee against a supervisor; 3.7 percent were customers against workers; 1.38 percent of the incidents were attributed to personal conflicts; 2.15 percent were attributed to family problems; 3.10 percent to drug or alcohol abuse; 4.7 percent were non-specific, and 5.7 percent were attributed to firing or layoffs. (U.S. Department of Justice, Bureau of Justice statistics)

Today's thorough drug and background checks are convenient. Testing hair specimens for drugs is more common and is preferred to urine testing, because it's easier and shows an applicant's history as far as a few months back. You can administer hair or oral fluid tests, done with a simple swab, and send them to a lab. Some companies provide this service to hiring managers—along with crim-

inal background checks, social security number verifications and past employment and education verification—as well as professional and drivers' license verification. You can use a company like Pre-employ.com to get a job applicants' screening done all at once.

*Be wary of databases offering "easy" searches*

An administrator with one state repository (asked to be anonymous) states only 40 percent of criminal data from the police and courts was ever reported to the state criminal record center—and he expected that was typical for every state. That's 60 percent of criminal convictions that are missed. As criminal records are passed up the chain from local county or district courts, information is lost or mistakenly entered. Pre-employment screening companies with court researchers located throughout the country, and internationally, are more thorough. Researchers check court records as far back as legally possible (seven years in California) and you as an employer know the person you're about to hire either has a record, or is clear.

Kelly D. Smith may be reached at: [kelly@pre-employ.com](mailto:kelly@pre-employ.com); 800-300-1821 x147.

## Avoiding the Independent Contractor Trap

by Robert J. Skousen

In the modern commercial world, the use of independent contractors is commonplace. Most employers assume that an independent contractor is not their employee. Nevertheless, the rules determining who is and who isn't an employee can be complicated. The consequences of treating someone whom you think is an independent contractor—but who is in fact your employee—can be severe.

These consequences can include back wages and benefits, penalties, liability for worker's compensation damages, and liability for all of the independent contractor's employees. In certain cases, governmental audits have imposed penalties in the hundreds of thousands of dollars. Em-

ployers should also be concerned if an independent contractor receives its sole source of income from the employer. This single income source can be a red flag that will cause a government audit and in turn result in the imposition of such penalties.

In determining whether a person is an independent contractor the label the parties use will not be considered determinative. Moreover, the burden of proof will be on the employer to prove that the independent contractor is not an employee. There are many factors that are used to determine who is and isn't an employee. Some of these factors are as follows:

- The right to terminate the relationship at will. This factor implies the existence of employer-employee relationship.

- The right to control the manner and means of accomplishing the results desired. This is the key test. The more control that is exercised, then the more likely the independent contractor will be found to be an employee.
- The alleged independent contractor's opportunity for profit or loss depending on his managerial skill. If the opportunity for profit or loss is significant, then the person is likely to be considered an independent contractor.
- The alleged independent contractor's investment in equipment or materials required for his task, or his employment of helpers. The greater the investment in equipment or material, the more likely the person will be held to be an independent contractor.

- Whether the service rendered requires a special skill. If special skills are required, then this may indicate that the person is an independent contractor.
- Whether the person performing the services supplies the instrumentalities, tools, and the place of work. If the contractor supplies the instrumentalities, tools, and the place of work, then he or she is likely to be held to be an independent contractor.

Employers who wish to avoid problems should be able to answer "yes" to the following questions:

Is there a written agreement between the contractor and the company?

Does the contractor control the manner, means and methods of pro-

*continued on page 39*

## TELECOMMUNICATIONS/TECHNOLOGY

## Tiny Cameras Observe Worms Spinning at 100 Times Earth's Gravity

*Scientists Use Video System Designed and Constructed by Students at Harvey Mudd College.*

Enduring spinning forces that would kill a human being, tiny worms are being observed by a student-designed video system in NASA studies seeking to explore how life adapts to gravity beyond Earth.

Miniature worms, only one millimeter long and so small they are hard to see with the naked eye, are being spun in a centrifuge for as long as four days—at forces of 20- to 100-times that of Earth's gravity (1 G). In contrast, human pilots not wearing anti-G suits can black out at as low as 3 Gs, and prolonged exposure at higher Gs can be life-threatening.

To examine the worms as they spin, scientists are using a video system designed and constructed by students at Harvey Mudd College in Claremont. The studies are taking place at NASA Ames Research Center in the heart of California's Silicon Valley.

"By looking at what changes occur in the worms when they transition from high-G forces to normal gravity, we think we can predict what will happen to them when they experience near weightlessness during space flight," said principal investigator Catharine Conley, a biologist at NASA Ames. "In the future, we want to fly the worms in space, subjecting them to microgravity to see if our predictions are correct. Microgravity is close to 'zero gravity.'

"Radiation levels in space are much higher than they are on the Earth's surface," Conley explained. "We know that elevated radiation increases the mutation rate of living things. Because these worms reproduce every four days, we can look quickly at many worm generations in space to see how radiation and microgravity may cause changes later.

"Worms have already flown aboard the space shuttle, and it was found that they went through several generations without gross struc-

tural changes to their bodies," Conley said. "We want to test the gene expression in worms that have flown in space versus those that have not, to see if changes in worms are similar to changes seen in vertebrates that have experienced space flight." Expression is how a gene affects a characteristic such as eye color, or susceptibility to a disease or condition.

During preliminary tests, scientists spun the 1 mm worms (technically known as *Caenorhabditis elegans*, a soil-dwelling nematode worm) in a large 20-G centrifuge at NASA Ames for four days, but they could see what happened to the worms only after the centrifuge, designed to carry human passengers, stopped. At 20 Gs, the worms are subjected to forces that are 20 times their normal weight.

"Should our hypothesis prove correct, it will validate *Caenorhabditis elegans* [nematode] as an extremely useful and cost-effective model organism for studying responses to space flight at the molecular, genetic and whole-organism levels," Conley said.

When Conley was planning her current experiments that utilize a smaller, desktop centrifuge, she realized she would need a camera no bigger than an ice cube that could broadcast signals from the spinning apparatus to a TV monitor and recorder in real time. So she turned to the Student Engineering Clinic at Harvey Mudd College to produce the camera system. Five Harvey Mudd students spent an academic year on the project. They bought off-the-shelf components, but they had to overcome several engineering challenges to enable the system to work well.

"The camera had to be supported to withstand the 100-Gs force," said Professor Joseph King, director of the clinic. "All this stuff is designed so it is compatible with the geometry of the centrifuge."

The equipment also has two broadcast systems, an infrared system to control the camera, and a wireless, video transmission system

to broadcast movies of the worms.

"During spinning, there are changes in the worms' gene expression that seem to help them compensate for the increased apparent gravity, allowing them to survive," Conley said. The worm has about 19,000 genes, and it has nerves, muscles and some of the same types of organs in people that are affected by weightlessness.

"Astronauts can suffer from motion sickness, bone loss, muscle degeneration (atrophy) and blood vessel problems during weightlessness. By studying how the worms produce different levels of proteins that help the tiny organisms cope with high-G situations, we think we eventually can develop treatments, perhaps even oral drugs, for astronauts, to serve as countermeasures to problems due to weightlessness." The worms commonly are found in

soil and rotting vegetation, and have about a thousand cells.

In addition to Conley's work, the Harvey Mudd Student Engineering Clinic program was involved in about 40 projects from various companies, institutions and sponsors this year. During past years, the clinic has participated in about 10 NASA projects, according to King.

*King may be reached at this e-mail address: [Joseph\\_King@HMC.Edu](mailto:Joseph_King@HMC.Edu). More information about the clinic is available on the World Wide Web at: <http://emat.eng.hmc.edu>.*

*Conley's research is detailed on her Web site at: <http://lifesci.arc.nasa.gov/conley/home>.*

*More information is available at: <http://spaceresearch.nasa.gov/>.*

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## Long Distance Companies Serving the Inland Empire

Listed Alphabetically

Name Address City/State/Zip	# Employees: LE. Companywide	# Offices: LE. Total	Local Contacts: Residential Business Repair	Service Area/ Calling Areas	Local Address	Office Manager in LE. Title	Top Local Executive Title Phone/Fax E-Mail Address
Allcom USA 10390 Commerce Center Dr., Ste. 250 Rancho Cucamonga, CA 91730	8 19	1 3	(909) 937-1200 (909) 937-1200 (909) 937-1200	Continental USA	10390 Commerce Center Dr. Ste. 250 Rancho Cucamonga, CA 91730	Alicia Gibson Office Manager	Mike Petrillo President (909) 945-8563/945-8571 mpetrillo@allcom.com
AT&T (Large Business) 455 W. 2nd St. San Bernardino, CA 92401	250 325,000	1 N/A	(800) 222-0300 (800) 222-0400 (800) 222-3000	Worldwide	455 W. 2nd St. San Bernardino CA 92401		Ken Langwasser Sales Manager (909) 381-7800/381-7829
Dialtone Services LLC 56707 Desert Gold Dr. Yucca Valley, CA 92284	1 15	1 3	N/A (888) 483-4020	California	56707 Desert Gold Dr. Yucca Valley CA 92284		Ron Sweetman Co-Owner (888) 483-4020/889-9269 djm@dialeservices.com
GST Telecom California, Inc. 430 N. Vineyard Ave., Ste. 150 Ontario, CA 91764	60 1,000	3 31	(909) 605-5734	Worldwide	780 S. Milliken Ave., Ste. E Ontario CA 91761	Bill Tuckerman Area Manager	Bill Tuckerman Sales Manager (909) 605-5734/456-3650
MPower 3400 Inland Empire Blvd. Ontario, CA 91764	60 400+	1 6	(909) 455-1000 (909) 455-1000 (909) 455-1000	L.A., Orange, Riverside, San Bernardino, San Diego Counties	3400 Inland Empire Blvd. Ontario CA 91764		Keith Shore Director, Sales (909) 455-1000/455-0005
Nextel Communications, Inc. 301 E. Ocean Blvd., Ste. 2000 Long Beach, CA 90802	11 3,000	1 140	(800) Nextel9 (909) 222-3300 (909) 222-3300	Nationwide	1650 Spruce Street, Ste. 102 Riverside CA 92507		Andrea Mitchell Sales Manager (909) 222-3300
Pac-West Telecom, Inc. One Pointe Dr., #100 Brea, CA 92821	26 400	2 14	(800) PAC-WEST (714) 671-3735 (800) PAC-WEST	All California			Michael Sunnaa Branch Manager (714) 671-3735/671-3790 msunnaa@pacwest.com
Sprint 800 N. Haven, Ste. 210 Ontario, CA 91764	15 55,000	1 500	(800) 877-4646 (909) 484-8000 (800) 877-4020	Worldwide	800 N. Haven, Ste. 210 Ontario CA 91764		Terry Simmons Branch Director (909) 484-8000/980-3844
Verizon One GTE Place Thousand Oaks, CA 91361	75 102,000	1 na	(800) 483-3737 (909) 944-6096 (800) 483-3715	Worldwide	3633 E. Inland Empire Blvd. Ontario CA 91764	Joe Schlegel Sales Manager, Engineering	Mike Sherburn VP/General Manager (562) 483-6262/483-6126

N/A = Not Applicable WND = Would Not Disclose na = not available. The information in the above list was obtained from the companies listed. To the best of our knowledge, the information supplied is accurate as of press time. While every effort is made to ensure the accuracy and thoroughness of the list, omissions and typographical errors sometimes occur. Please send corrections or additions on company letterhead to: The Inland Empire Business Journal, P.O. Box 1979, Rancho Cucamonga, CA 91729-1979. Researched by Sondra Olvera Copyright 2002 Inland Empire Business Journal.

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## Wireless Telephony Companies in the Inland Empire

Company Name	Number of Subscribers	Number of Offices in the Inland Empire	Top Local Executive Title Phone/Fax
<b>AT &amp; T Wireless</b>			<b>David Kuhlman</b>
1. 12900 Park Plaza Dr. Cerritos, CA 90703-8573	WND	4	Director (562) 924-0000
<b>NEXTEL Communications</b>			<b>Chris Duggan</b>
2. 1650 Spruce St., Suite 102 Riverside, CA 92507	WND	1	General Manager (619) 718-3611/718-3688

N/A=Not Applicable WND=Would Not Disclose na=not available. The information above was obtained from the cellular phone companies listed. To the best of our knowledge, the information supplied is accurate as of press time. While every effort is made to ensure the accuracy and thoroughness of the list, omissions and typographical errors occur. Please send corrections or additions to: The Inland Empire Business Journal, P.O. Box 1979, Rancho Cucamonga, CA 91729-1979. Researched by Sondra Olvera. Copyright 2002, IEJ.

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## Rancho Cucamonga Offers a Safe and Family-Oriented Environment

Rancho Cucamonga, a city of 132,663 people, is one of Southern California's most family-oriented, safe and prosperous communities. This is no accident. Since the city was incorporated in 1977, community leaders have consistently emphasized quality in their decisions affecting housing, open space, education, recreation and economic development.

The results are visible. The city's neighborhoods have grown up through a series of planned developments highlighted by large lot sizes, quality construction materials, and ample open space. City homes sell for a premium as a consequence. Its governmental, retail sales, office and manufacturing centers have evolved in a similar fashion, giving the community a universally prosperous and well-organized look and urban ambience.

Rancho Cucamonga's emphasis on family is seen in its heavy investment in parks and recreation facilities and sports programs. The community has an exten-

sive system of neighborhood parks, fields and courts offering every conceivable form of family recreation, including a wide variety of tournaments and league play. Nearly every park has picnic and children's play areas. There are more than 150 miles of municipal, bike, hiking and equestrian trails, and a 6,500-seat stadium.

With Southern California's economy continuing to expand despite national difficulties, Rancho Cucamonga's location at the I-10 and I-15 freeway junction, and along what will soon be the eastern leg of the I-21 freeway, is among its principal advantages. Firms are migrating to this area of the Inland Empire owing to its modern facilities, competitive costs and strong logistics infrastructure. As a result, the payroll released in the city has more than doubled since 1991 to reach \$1.2 billion. The city's geographic, cost and infrastructure advantages make it well situated to ride the new wave of prosperity in the state.

Within 10 years, the city's retail sales

have nearly tripled to reach \$1.16 billion. Looking ahead, Rancho Cucamonga's retail sales will be driven to another plateau by the new Victoria Gardens Regional Shopping Center. This 1.2 million-square-foot open-air development is scheduled to break ground in the spring of 2003, with a grand opening in fall of 2004.

Located at the junction of Foothill Boulevard and the I-15 freeway, Victoria Gardens will include major tenants: Robinsons-May and Macy's Departments Stores, and the city's Cultural Arts Center. Additional tenants will be announced in up-coming months. When combined with adjacent office space and upscale multi-tenant sites, this area will give Rancho Cucamonga a downtown environment incorporating the best in "new urbanism" design.

Rancho Cucamonga's prosperity is seen by a median family income that is fifth highest in the Inland Empire. More

than 85 percent of the city's households have computers with Internet access. Its school children are graduating from high school at a 98.8 percent rate, with three percent having completed the courses for entry in the University of California or California State University.

Rancho Cucamonga is one of the safest cities in California. The city's crime rate is the lowest in the Inland Empire and among the lowest in California. In part, the low crime rate is the result of having a well-planned, prosperous city. It is also the result of a well-organized community policing system. Whether the measure is crime rate, the speed of response by the fire department, or the availability of emergency medical services and paramedics, the performance of the city's public safety departments is outstanding.

Rancho Cucamonga is a very successful community that is positioned to become even more so in the coming years.

## Garland, Sinatra and Martin Star in TV Special

by Aaron Sussman

They're all gone now, but through the magic of television and computers, legends — Judy Garland, Frank Sinatra and Dean Martin are finding new audiences through a series digitally mastered and colorized, made-for-television specials produced by Raven Productions, a Palm Springs-based television and video production company.

"Judy, Frank and Dean, The Legendary Concert," now airing on PBS member stations from coast-to-coast, stars the legends in a digitally remastered concert taken from old black and white footage of the "The Judy Garland Show."

Originally produced in the early '60s by Garland's production company, Kingsrow, for the CBS television network, thirty (30) episodes of the one-hour show were recently retrieved by producer, Steve Peyton, from the vaults of Judy Garland's ex-husband, Sid Luft.

Directed by Academy Award-winning producer, Norman Jewison, according to Peyton this "priceless footage" is being preserved and colorized, "much like Ted Turner and others have done with classic movies."

In addition to colorization, the audio is being remastered digitally using the latest computer technology so, "It sounds better than it did in 1963," when it was originally recorded.

The shows starred entertainment lu-

minaries of the day, including a young Barbara Streisand, Liza Minelli, Tony Bennett, Nat King Cole and Mel Tormé. The guests would sing and even perform in comedy sketches alongside Jerry Van Dyke, a regular on the show.

Peyton told me that the first completed show, "Judy, Frank and Dean, The Legendary Concert," premiered on PBS member stations as a pledge show this past March and raised millions of dollars for PBS member stations, including San Bernardino's own KVCR and Los Angeles's KCET.

In addition to producing the broadcast version of the television show, CDs, VHSs and DVDs of the updated material are being offered by Raven to public television supporters as pledge premiums. The products will then be distributed retail and on-line in the new digitally remastered format.

Revitalizing these old shows is a "kick" and a "great way to preserve the legacy and fabulous music of these legends," said Peyton, a person who clearly loves his job.

Raven Productions, whose long running travel-adventure series, "Great Sports Vacations," was nominated for a CableAce in 1993, is a Palm Springs television and video production company with a 15-year track record of producing a wide variety of video and television shows.

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# Internet Service Providers Serving the I. E.

continued from page 19

Ranked Alphabetically

Company Name Address City, State, Zip.	E-mail Address Website (http://www. ____)	# Subscribers I.E. Year Founded I.E.	Three Major Services	Top Local Executive Title Phone/Fax
<b>Allcom USA, Inc.</b> 10390 Commerce Center Dr., Ste. 250 Rancho Cucamonga, CA 91730	ispinfo@allcom.com allcomusa.com	500+ 1991	T1 Internet Access Web Site Design & Hosting Frame Relay	<b>John Cheney</b> Director (909) 945-8563/945-8571
<b>Beacon Internet Specialist</b> 122A E. Foothill Blvd., #121 Arcadia, CA 91006	info@beaconisp.com beaconisp.com	N/A 1997	Web Design, Web Hosting, Internet Consultation	<b>Nan Wang</b> Manager (626) 614-1061/447-3651
<b>ClubNet, Inc., A Moon Global/ WebUniverse Company</b> 335 Maple Ave. Torrance, CA 90503	sales@moonglobal.com WebUniverse.com	500+ 1995	Unlimited Dial-Up, ISDN, DSL, T1/T3 Voice Over IP, Full-Service Web Design and Web Hosting, E-Commerce, Database, Co-Location and Business Card CD's	<b>David Padilla</b> VP, Sales and Marketing (310) 781-1140/(310)-320-7657
<b>Compu-AD Information Network</b> P.O. Box 403375 Hesperia, CA 92340	sales@compu-ad.net compu-ad.net	WND	Dial-Up, Web Host/Web Design, E-Commerce, Internet Marketing	<b>Renee Belleville</b> Owner/Manager (760) 956-9104/956-3637
<b>Cruznet</b> 215 E. Orangethorpe Ave., Ste. 333 Fullerton, CA 92832	webmaster@cruznet.net cruznet.net	WND 1994	Unlimited Time 56K Dial-Up and ISDN Service, Full Service Web Hosting and Design, E-Commerce, High Speed Corp. Access Services: T-1, T-3 Leased Lines	<b>Shahram Manighalam</b> Director Network Operations (714) 680-6600/680-4241
<b>Dataframe Logistics, Inc.</b> 20451 E. Valley Blvd. Walnut, CA 91789	sales@dataframe.com dataframe.com	500 1990	Internet Access, Web Hosting, DSL, T-1 Leased Lines, Network Consulting, Lan/Wan/Security	<b>Sean Huang</b> Vice President (909) 598-9997/598-0987
<b>Digital Internet Services Corp.</b> 74-785 Hwy. 111, Ste. 100 Indian Wells, CA 92210	info@dis.net dis.net	WND 1997	High Speed Business Class Internet Solutions, Broadband Wireless Access Services, Co-Location & Web Hosting	<b>Rod Vandenbos</b> Vice President (760) 776-0800/776-0076
<b>DiscoverNet</b> 826 Brookside Ave. Redlands, CA 92373	info@discover.net discover.net	WND 1995	Premier Internet Access, High-Speed Leased Lines, Web Hosting & Server Co-Location	<b>Neil Abeynayake</b> Dir. Network Ops. (909) 335-1209
<b>Idyllwild OnLine</b> P.O. Box 1111 Idyllwild, CA 92549	sales@idyllwild.com idyllwild.com	500 1997	V-90 Dial-In, Web Host/Design, E-Mail	<b>Jeff Risdal</b> Owner (909) 659-9844/659-0389
<b>Inland Internet</b> 27192-A Sun City Blvd. Sun City, CA 92586	info@inland.net inland.net	N/A 1995	Unlimited Dial-Up Access, Web Design & Hosting, Business/Personal Accounts	<b>Nancy Kiren</b> ISP Manager (909) 672-6624
<b>Linkline Communications, Inc.</b> 10427 San Sevaine Way, Ste. A Mira Loma, CA 91752	linkline.com	10,000 1993	DSL/Hi-Cap Service, Dial-Up Service, Web Page Hosting	<b>John Purpura</b> VP/General Manager (909) 727-5095
<b>Keyway Internet Services</b> 124 E. F St. Ontario, CA 91764	info@keyway.net keyway.net	3,000 1995	DSL & Dial-Up, Frame Relay, Web Site Hosting, ISDN Co-Location	<b>Johann Hart</b> Vice President, Sales (909) 933-3650/933-3660
<b>Netus, Inc.</b> 1835 Orangewood Ave., #104 Orange, CA 92868	sales@netus.com netus.com	207 1995	Frame-Relay, ATM ISDN, E-Mail, Web Host	<b>Alex Bradley</b> President (714) 939-3950/939-3940
<b>NetWebb.com</b> 9605 Arrow Rte., Ste. S Rancho Cucamonga, CA 91730	admin@netwebb.com netwebb.com	700 1997	Internet Access, Web Hosting, Web Design, Shopping Cart for E-Commerce	<b>Arris Haywood</b> President (909) 980-2695/980-5105
<b>PE.net</b> 3512 14th St. Riverside, CA 92501	info@pe.net pe.net	9,000 1995	Web Hosting, Dial-Up, DSL, Wireless & Frame Relay Services	<b>Paul McAfee</b> , Operations Manager <b>Freda Jones</b> , Sales Manager (877) 438-7363/(909) 368-5127
<b>RedFusion</b> 104 E. State St., Ste. G Redlands, CA 92373	client@red-fusion.com redfusionmedia.com	100+ (clients) 1999	Integrated Marketing, Web Design and Content, Hosting (No Dial-Up)	<b>Molly Burgess</b> , General Manager (909) 798-7092

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# Internet Service Providers Serving the I. E.

continued on page 18

Ranked Alphabetically

Company Name Address City, State, Zip.	E-mail Address Website (http://www. ____)	# Subscribers I.E. Year Founded I.E.	Three Major Services	Top Local Executive Title Phone/Fax
<b>Subnet</b> 5225 Canyon Crest Dr., Ste. 71-347 Riverside, CA 92507	info@subnet.org subnet.org	N/A 1995	Internet Consulting; Internet Video Systems, E-Commerce Development	<b>Rebecca Taylor</b> Vice President (909) 342-0024/342-0025
<b>TST On Ramp</b> 351 S. Thomas St. Pomona, CA 91766	ken@tstonramp.com tstonramp.com	7,000 1995	Residential/Commercial Internet Service, DSL, T-1, E-Business Development & Hosting	<b>Ken Allison</b> President (909) 620-7724/620-8174
<b>Ultimate Internet Access, Inc.</b> 4120 Jurupa St., Ste. 212 Ontario, CA 91761-1423	info@uia.net uia.net	11,900 1996	Dial-Up Access, High Speed Access + DSL, Web Design & Hosting	<b>Ray Mouton</b> President (909) 605-2000/605-2900
<b>Wareforce</b> 2361 Rosecrans Ave. El Segundo, CA 90245	fscoff@wareforce.com wareforce.com	N/A 1985	Electronic Commerce, Computer Solutions, Computer Support	<b>Orie Rechtman</b> CEO (800) 777-9309/(310) 725-5590
<b>Webmasters Network, Inc.</b> 5300 W. Sahara, Ste. 101 Las Vegas, NV 89102	chris@wmn.net wmn.net	5,000+ 1997	Web Site Hosting, Web Site Design	<b>Christopher Nelson</b> President (888) 883-4932/(909) 797-0638
<b>Webvision</b> 21250 Hawthorne Blvd. Torrance, CA 90503	webvision.com webvision.com	6,000+ 1990	ATM Backbone 1.5 mbs - 2.48 gbs, Data Center Hosting, Security & E-Commerce	<b>Doug Cabell</b> Dir. of Research & Development (310) 540-2568/543-1223
<b>Wolftech Development Corp.</b> 112 Harvard Ave., Ste. 296 Claremont, CA 91711	info@wolftech.com wolftech.com	N/A 1997	PocketGenie (Information for Wireless Devices), PI (Full HTML Browser), Integrated Solutions for Internet Databases and Intranets	<b>Surya Jayaweera</b> CEO (800) 965-3383/(909) 931-5122

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# Interconnect/Telecommunications Firms Serving the Inland Empire

Ranked by Number of Employees in the Inland Empire

Company Name Address City, State, Zip	Employees: Inland Empire Companywide	Year Established in Inland Empire	Offices: Inland Empire Companywide	Major Brands Carried	Top Local Executive Title Phone/Fax E-Mail Address
<b>Verizon</b> 3633 Inland Empire Blvd., Ste. 600 Ontario, CA 91764	2,600 25,000	1952	5 3 Headquarters	Northern Telcom, Fujitsu Business Comm.	<b>Mike Sherburn</b> General Manager, Branch Ops. (562) 483-6262/483-6126
<b>Lucent Technologies</b> 3120 Chicago Ave., Ste. 100 Riverside, CA 92507	70 na	1983	3 na	Lucent Products & Services	<b>Taylor Gershman</b> Sales Manager (909) 320-7241/320-7250 gershman@lucent.com
<b>Business Telecommunications Systems, Inc.</b> 549 W. Bateman Circle Corona, CA 92880	40 N/A	1981	1 1	Inter-Tel, Toshiba, Tadiran Active-Voice, CISC	<b>Larry Lavorgna</b> President (909) 272-3100/493-3033
<b>Pac-West Telecomm, Inc.</b> One Pointe Dr., #100 Brea, CA 92821	26 400	1999	2 14	Toshiba Mitel	<b>Michael Sunnaa</b> Branch Manager (714) 671-3735/671-3790 msunnaa@pacwest.com
<b>Triton Communications, Inc.</b> 663 Brea Canyon Rd., Suite 4 Walnut, CA 91789	17 19	1982	1 2	NEC, Iwatsu, Panasonic 3 Com	<b>Vito M. Tasselli</b> President (909) 594-5895/598-2832
<b>Quintron Telephone Systems Inc.</b> 500 Harrington St., Ste. C-2 Corona, CA 91720	10 240	1982	1 3	Prime NEC Dealer BMC/Call Processing/Voice Mail Syst., Simon by Quintron	<b>Jerry Fox</b> District Manager (909) 736-6790/736-6793
<b>Phone Systems Plus</b> 13741 Danielson St., #A Poway, CA 92064	2 24	1986	1 2	NEC, Microsoft, Novell	<b>Ron Kohl</b> President (888) 552-2600/(858) 679-3910
<b>Inter-Tel Technologies.</b> 1667 Batavia Orange, CA 92867	2 990	1982	0 32	Inter-Tel AVT, Active Voice, Toshiba, Mitel	<b>Steve Muse</b> General Manager (714) 283-1600/283-2600

N/A = Not Applicable WND = Would Not Disclose na = not available. The information in the above list was obtained from the companies listed. To the best of our knowledge, the information supplied is accurate as of press time. While every effort is made to ensure the accuracy and thoroughness of the list, omissions and typographical errors sometimes occur. Please send corrections or additions on company letterhead to: The Inland Empire Business Journal, P.O. Box 1979, Rancho Cucamonga, CA 91729-1979. Researched by Sondra Olvera. Copyright 2002 Inland Empire Business Journal.

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**At deadline...***continued from page 1*

ers say the measure is drawing endorsements from a wide spectrum of community interests because it offers multiple benefits.

"The measure helps Riverside County meet three critical needs for the price of one," said Jane Block, a leading local environmental support-

er of Measure A. "It relieves traffic gridlock; it provides funding for open space and conservation efforts and it improves air quality through reduced traffic and public transit."

Measure would generate over \$4.6 billion for transportation projects and programs, including: more than \$1.4 billion for local street and road improvements, \$1 billion for highway improvements and nearly \$600 million for public transit and commuter

services.

Keith Butler, vice president of economic development for the Inland Empire Economic Partnership, said the improvements funded by Measure A will be critical to keeping the regional economy flowing.

"The traffic congestion relief provided by Measure A will allow the free flow of the goods and services that power the regional economy, avoiding costly delays that prevent

economic growth," said Butler. "Supporting this measure isn't optional, it's essential. We are firmly behind it."

The original half-cent sales tax passed with a record 78.9 percent voter approval in 1988 and is scheduled to expire in 2009. Measure A has been placed before voters this November to allow county and city officials the critical advance time to plan, design and engineer transportation projects needed to accommodate the explosive population growth projected in Riverside County over the next 25 years.

Under the current proposal, every state highway and interstate in the county will be widened, interchanges will be improved or new ones will be constructed. In addition, Measure A provides revenue to each city and the county to improve, maintain and repair high priority local streets and roads.

In addition to road improvements, Measure A will allot an estimated \$578 million to be used to expand commuter rail services, intercity bus service, and continue to support programs to assist the elderly, disabled and commuters. Discounted fares, increased transportation services and commuter services such as ride sharing, van pools and Park-N-Ride will also be supported by measure funding.

For any questions regarding the new Measure A or to request additional information contact Louis Vidaure at (909) 781-2240, ext. 244.

#### — Celebrating a Decade of Hometown Baseball —Quakes Community Foundation Gives Back to Local Communities

Hank and Dee Stickney hit a grand slam when they created the Quakes Community Foundation on Feb. 14, 1996. Owners of the Rancho Cucamonga Quakes Professional Baseball Club, the Stickneys wanted to help and reward communities that support them by benefiting libraries with their summer reading programs, elementary school reading challenge, reward academics for junior high and high school students, and various nonprofit organizations. With the money raised for the Quakes Community Foundation, the Quakes were able to make player appearances at events, donate game tickets and Quakes memorabilia.

*continued on page 39***LAWYERS/ACCOUNTANTS****Marketing the Future Law Office**

*Enhancements in Client Service and Business Development Among Emerging Trends, According to New Research*

Just released findings from The Affiliates' research project, Future Law Office 2002: New Perspectives, point to law firms relying more heavily on proactive marketing to gain new business. In fact, 77 percent of attorneys surveyed for the report said their firm currently employs a chief marketing officer or has a lawyer whose primary responsibility is to market the firm's services. The research also highlights an enhanced focus on client service, as well as changes taking place in legal technology and staffing.

"Traditionally, lawyers have been reluctant to market their services," said Kathleen Call, executive director of The Affiliates, a leading staffing firm placing attorneys, paralegals and legal support professionals. "In the future law office, managing partners

will reassess their business development efforts, emphasizing programs that facilitate strong, proactive communication between the firm and its client base. Firms will no longer wait for new business to come to them."

As part of its ongoing Future Law Office program, The Affiliates has continued investigating legal workplace trends by commissioning surveys of attorneys and legal administrators, consulting leading experts, and conducting extensive research to determine how law offices will operate in the future. The latest results of the project have been chronicled in a new white paper and are featured online at [www.futurelawoffice.com](http://www.futurelawoffice.com).

**Marketing Legal Services**

Due in part to the competitive culture of the legal field, marketing will establish itself as an essential part of business development strategy, according to The Affiliates research. Today's office managers already realize they must broaden their reach to current and prospective clients. Market-

ing departments will generate business through new promotional materials, as well as public relations opportunities for their attorneys.

**Enhanced Client Service**

Clients are changing their expectations, insisting on customized services, including up-to-the-minute case status, freer flow of communication and new billing practices. "In addition, law firms will expand their services to meet the needs of clients who look to their attorneys for more than legal advice," said Call. "Clients will expect their legal counsel to also act as a business advisor." Attorneys will broaden their expertise by researching trends, politics, and other areas that affect their clients' enterprises.

**Expanded Reach of Technology**

Technology will continue to play an integral role in the future law office, as firms strive for a strategic advantage by investing in more efficient systems and state-of-the-art tools. In addition, security for technology systems will become a top priority as

firms increasingly communicate with clients via e-mail, file documents electronically, conduct Internet searches for case laws and tap into their own databases. The Affiliates research found.

"Security-related issues will drive technological advances," noted Call. "Attorneys and legal administrators will work closely with information technology professionals to ensure their systems are safe." Fear that hackers could access electronically-stored client databases will push firms to protect knowledge management structures and intellectual property.

**Staffing the Future Law Office**

Law firms and legal departments will increase their use of attorneys and legal support professionals on a project basis to more effectively meet immediate client needs, research shows. "Flexibility will be the key to staffing in the future," said Call. "With an increased focus on client

*continued on page 22*

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VALUE THE DIFFERENCE



## Careful Hiring Is Essential With Real Estate Expansion and Business Boom in the Inland Empire

by Christy Joseph

### Employers Can Limit Risk and Loss

California is a litigious state. One of the greatest challenges in successfully and economically running any business is properly handling and addressing employee issues, so as to avoid costly litigation, especially important with the quantity of new businesses sprouting up in the Inland Empire. The following are some very important guidelines to assist employers in hiring the right individuals, and avoiding throwing away LOTS of money due to costly litigation claims with current or former employees.

### Verify Information Contained in an Application

Although oftentimes a former employer will only confirm previous employment and dates of employment; if you request that the applicant sign a full

release as to their former employer, you may actually get substantive, worthwhile information that will help you evaluate whether or not this applicant should be hired. Additionally, requesting that the applicant sign a release as to their former employer may also spur them into talking about problems they have with previous employers — something you might not otherwise have heard about.

### Train Your Interviewers

An interview is not a friendly chat. State and federal laws prohibit employers from making hiring decisions based upon a person's membership in a protected class such as gender, marital status, pregnancy, race, religion, age, disability, or sexual orientation — every single one of your applicants falls within one protected class or another.

*continued on page 23*

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## ADVERTORIAL

## Recent Legislation Affects Litigation

by Timothy M. McMahon

On Sept. 10, 2002, Governor Davis signed Senate Bill 688 into law. The bill was proposed by consumer attorneys disguised as an effort to allow more time for the families of Sept. 11 victims to sue. Senate Bill 688 — which extends from one year to two the filing period for all personal injury or wrongful death lawsuits in California — may sharply increase insurance and litigation costs borne by insurance companies and business groups. The legislation will go into effect Jan. 1, 2003. The bill applies to personal injury and wrongful death actions that arise after the effective date, but specifically includes matters related to the Sept. 11 attacks.

Most cases in California are governed by fast tract rules. While the plaintiff may file on the last possible day, upon filing, the case comes under the supervision of the court. Most judges then push to make sure that all parties are served promptly. A potential effect of the two-year statute of limitations may be to allow plaintiff lawyers to hold and develop a case before putting the defendant on notice by serving the complaint.

During this period, witnesses' memories fade, discoverable evidence ages or disappears, and injuries treatment bills multiply. Insurance adjusters may find it neces-

sary to be more aggressive in locating and interviewing witness after events rather than waiting until the lawsuit is filed. Insurers may benefit however, by using this additional time to resolve the claim short of litigation.

The bill also extends the notice provisions for motions for summary judgment and summary adjudication from 28 days to 75 days. These motions are currently used by defendants as an attempt to extricate themselves from the case prior to incurring the expense of trial. To file for summary judgment, defense counsel must have conducted sufficient discovery and legal research regarding the potentially triable issues of the case that they can make the motion with compelling arguments for their dismissal.

The legislation's changes regarding the timing of motions means matters become more truncated. The typical court sets trials in a 60 to 90 day window. The net result is that in most counties, if defense counsel have not filed a motion for summary judgment before they receive a trial date, it will likely be too late.

*Timothy M. McMahon is a shareholder with Archer Norris, a professional law corporation, and managing partner of the firm's Los Angeles and Corona offices. He can be reached at (909) 270-2727.*

## Law Office...

*continued from page 21*

service, the cost-efficient use of project professionals will continue to provide options legal administrators value."

The Future Law Office study also found that summer associate programs will remain a critical part of the future law office in the years to come. In fact, 37 percent of attorneys surveyed believe there will be an increase in the number of summer associates their firm brings in annually. However, as law firms become more strategic in their overall hiring, these

programs will no longer serve as a three-month commercial for the firm. Instead, they will become an extended on-the-job interview for the law student.

The Affiliates provides law firms and corporate legal departments with project and full-time professionals, including attorneys, paralegals and legal support personnel. The Affiliates offers online job search services at [www.affiliates.com](http://www.affiliates.com). For more information on the Future Law Office project, including a downloadable version of the white paper and a listing of experts and research sources, please visit [www.futurelawoffice.com](http://www.futurelawoffice.com).

## Careful Hiring...

*continued from page 22*

Although an interviewer may innocently ask, "Are you married?" "Do you have children?" "Where or when were you born?" "How's your general health?" These questions and many more can lead to claims of discrimination.

### Use At-will Agreements

While most employers know California is an at-will state, many are unclear about what that actually means. It means that in the absence of an oral or written contract for a specified time period, or an oral or written contract requiring good cause termination, employers and employees can terminate the employment relationship at any time, for any reason (except one that violates a public policy such as discrimination, harassment, or whistle-blowing activities). Positive affirmations, such as: "As long as you do a good job, you'll have a job here," may destroy the employer's at-will relationship with an employee. To preserve the at-will status, employers should require employees to sign at-will agreements, confirming that their employment is in fact, at-will.

### Consider Adopting a Binding Arbitration Policy

California and federal courts have been consistent about upholding fair, binding arbitration policies between employers and employees. When litigation arises, one of the greatest concerns is that a former employee will make an overly emotional argument to a sympathetic jury (all who have had at least one bad boss in their lifetime) who may not necessarily follow all the guidelines of California law. If employee complaints are subject to binding arbitration, employers are less concerned about the potential of a runaway jury verdict, and more secure in knowing that their position and defenses will be given to somebody who is familiar with, and likely to follow, the applicable law. Furthermore, litigating a case through arbitration versus a jury trial often can be faster and less costly to both sides. However, given the legal guidelines that must be followed, all arbitration policies should be reviewed or drafted by qualified legal counsel.

### Develop and Follow a Review and Disciplinary Program

Too often, employers make a deci-

sion to terminate an individual when there may be no negative or supporting information in the employee's file. While technically this is not illegal in the event that the former employee believes they have been wronged, employers are in a much better position if they have substantiated negative performance issues through written documentation which leads to the termination.

### Make Sure You Have Properly Classified Exempt and Non-Exempt Employees

One of the most consistent errors employers make is misclassifying employees, which has led to a tremendous increase in the class actions that have been filed — both in California and nationwide with regard to this issue. Just because an employee is given an executive or managerial title, and is paid a salary, does not necessarily mean that the employee has been properly classified. To be exempt, employees must fall into one of several categories, including professional employees (e.g. doctors, lawyers, certified public accountants, and licensed engineers, but not nurses, paralegals, uncertified accountants, and junior drafters), executive employees, and certain administrative employees or computer professionals.

Further, the employee must make no less than a salary of \$28,080 annually (which is double the current minimum wage). Different industries have different wage orders that apply to them with regard to the interpretation of the exemptions, but factors to include are whether the employee customarily and regularly exercises independence and discretion with regard to matters that are of substantial significance to the employer's business; and, whether the employee spends 50 percent of his time performing these exempt duties. The California Labor Commissioner's Division of Labor Standards Enforcement produces helpful work sheets to use in determining the various classifications.

### Make Sure You Reasonably Accommodate Employees' Disabilities

While many employers are familiar with the Americans With Disabilities Act and some of its guidelines, they are not aware that California has disability laws that are much more restrictive with regard to the employer and which became effective January 2001. These laws greatly expanded the scope of what was covered, as well as what is required

of employers in accommodating disabled workers. To avoid discrimination laws, employers need to educate themselves about what constitutes a disability, and how to accommodate that disability.

Unlike the Americans With Disabilities Act, in California, the disability does not need to be substantially limiting to the employee, only limiting. Accordingly, what may seem like a minor medical condition may fall within the California statute. It is important to work closely with the employee and engage in what the law requires as a "good faith interactive process" to develop an accommodation that works for the employer and the employee.

### Make Sure Employees Are Properly Paid Upon Termination

If an employer fails to timely pay an employee their final wages, the employer may be liable for an additional 30 days wages, that is 30 individual days' wages, not one month's salary or wages. When an employee is involuntarily terminated, their final wages and any accrued and unused vacation is due on their last day of work; the only exception to this is a commission employee. Commissioned employees will be due their commissions in the regularly scheduled pay cycle had the employee not been terminated or quit. If an employee voluntarily terminates their employment, the employer has within 72 hours of the notice to pay the employee.

How this works is if an employee gives notice and quits on a Friday, the employer has 72 hours from that Friday to provide the final pay. However, if an employee provides notice on a Monday that their last day will be Friday, the employer will need to pay them on that Friday because the employer has received in excess of 72 hours notice from the employee.

Create and Keep Documentary Evidence That Supports the Reasoned

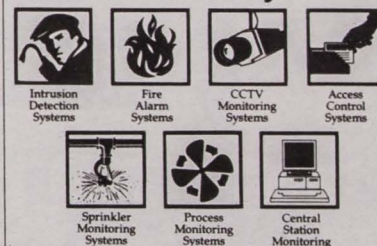
and Sound Business Decisions the Company Makes

Documents help support the basis for decisions that are made with regard to poor performing employees. Without documents, if litigation arises and memories fade, an employer may be left with little to combat allegations of unfair treatment. You can be sure a former employee who has felt that they have been unfairly treated will remember every perceived unfair statement. However, a manager who is overseeing the work of numerous employees may not remember all the facts which supported his or her decision to terminate an employee two years previously, for this reason documents are critical.

Following these guidelines can help businesses avoid a myriad of land mines and hopefully, save and direct their funds to more useful endeavors, like expanding the business.

*Christy Joseph is a partner with the law offices of Snell & Wilmer ([www.swlaw.com](http://www.swlaw.com)). Her practice is concentrated in employment litigation and related issues. Ms. Joseph regularly represents employers in litigation and provides counsel on contractual, statutory and legal rights and employment obligations matters. She can be contacted at 949-253-2728 or [cjoseph@swlaw.com](mailto:cjoseph@swlaw.com).*

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## Tramway...

continued from page 1

everyone is CPR-trained and an EMT is also on staff. If someone has problems with ear decompression on the cars, the driver will even slow down. With all these safeguards in place, people can relax. "No airline in the world can do that!" commented Rob W. Parkins, the gracious current president and general manager. "There have been very few problems." The tram began operations in September

1963.

There are year-round activities at the Adventure Center in the 13,000-acre Mt. San Jacinto State Park on the summit; a natural history museum; gift shop; cocktail lounge, and the famous Top of the Tram Restaurant, which serves lunch and dinner.

Natural wildlife in the area includes: raccoons, mule deer, kit foxes, ring-tail cats, bobcats, a few rattlesnakes, squirrels, and an abundance of birds. There is a natural habitat hiking area adjacent to the valley station as well.

Rob Parkins' upstairs office windows lead one's gaze directly up the canyon from the boarding platform, and every morning at 6:15 or so, he arrives for what he calls his "dream job," watching the sunrise glow in pinks, reds and oranges over the top of the mountains—a time to reflect at the beginning of a day in beautiful surroundings.

Parkins, the city manager of Palm Springs for 10 years, and then deputy CEO of District 4, Riverside County, worked for Larry Parrish, CEO of Riverside County until two



Rob W. Parkins, president and general manager of the Palm Springs Aerial Tramway describes the adjacent natural habitat hiking area.

years ago. Parkins, the former city manager of Miami Beach, Fla., was summoned to Palm Springs during the search for a city manager by the Sonny Bono Council in 1991. Parkins' expertise as a creative thinker and practical problem solver has made him much in demand throughout his career.

He earned a degree in banking and finance in Cincinnati, Ohio and became a commercial pilot (he's not afraid of heights). Then, he got "the social call" and moved to Miami where he became a street cop. "Those were the happiest days of my life," Parkins said. He joined the Special Intelligence Unit, fighting Cuban organized crime, and eventually became assistant city manager and then city manager.

Parrish still misses the expertise of his friend in city management and often will call him in the morning at his office in the canyon. "Rob, are you tired of 'the trolleys' yet?," he'll ask. The answer is always the same. "NO, how could I ever get tired of sunrise over the mountains?"

An average of 1,000 visitors per day enjoy the tramway, according to the season—more than 400,000 from July 1, 2001 to June 30, 2002. Car capacity is 80 people, but is usually limited to 65. Valley station hours are: weekdays—10 a.m.-8 p.m. and weekends from 8 a.m.-8 p.m. Cost: adults-\$20.80 and kids-\$13.80.

It is recommended not to miss the last tram down, as the next one will arrive at 6:15 a.m. the next morning! For further information on the Palm Springs Aerial Tramway located at One Tramway Road in Palm Springs, call (760) 325-1449, or visit [www.pstramway.com](http://www.pstramway.com).

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BUSINESS JOURNAL • PAGE 25

## DESERT BUSINESS JOURNAL

### Local Business Invests in the Valley's Future

Ace Printing is bucking the economic trend with a big investment in the future—a new press with a price tag that exceeds \$1 million. Owner, Mark Lawrence explains that the press will be fully integrated into their pre-press operations and will increase their efficiency and shorten the amount of time a printing job needs to be at their shop—thus making delivery times shorter. After all, most customers want their printing "yesterday." In a few weeks, Ace Printing won't even be using film—they will be totally digital.

"We're committed to implementing new technology, especially when it benefits our customer," explains

partner, Mark Lawrence. "This really positions us as the valley continues to grow, our long-term prospects are terrific."

Founded in 1979, Ace Printing has almost 40 employees and is the Coachella Valley's largest print shop. Lawrence estimates they print the equivalent of more than two million, eight-page press sheets every month. Clients include the Palm Springs Desert Museum, Bob Hope Chrysler Classic and the Palm Springs Aerial Tram. The firm produces everything from simple brochures to posters, catalogues, newsletters and even books. Ace Printing is located on Vella Road in Palm Springs.

### Desert AIDS Project Announces New Education Campaign!

The Desert AIDS Project is inviting the public to participate in its next educational campaign. The campaign theme is "Generation to Generation: HIV—Will You Be the One to Pass It On?"

This "real people" campaign will feature ads that include valley citizens representing different demographic, social, sexual and cultural sectors of our whole community.

At the 14th International Conference on AIDS in Barcelona, Spain this past summer, the need for community-wide awareness and prevention outreach efforts became perfectly clear. HIV/AIDS is a global epidemic and we can not afford to ignore, stigmatize or set aside its reali-

ty anymore.

HIV/AIDS affects everyone and the truth about the disease needs to be available for everyone. People living with and without HIV/AIDS need to band together to generate widespread awareness.

"HIV and AIDS have been with us for a generation. Each generation must ask if the continued spread of HIV will be their legacy," says Desert AIDS Project Director of Public Policy Jack Newby. "It's time for everyone to take action, get informed and help spread a message of education and awareness."

Each ad will feature four photos

continued on page 47

### Physical Medicine Specialist Dr. Joy M. White Joins Desert Orthopedic Center

Joy M. White, M.D., has joined Desert Orthopedic Center for the practice of physiatry, expanding the team of specialists at the Comprehensive Spine Center, announced Desert Orthopedic Center Founder and Chairman Robert W. Murphy, M.D., M.P.H.

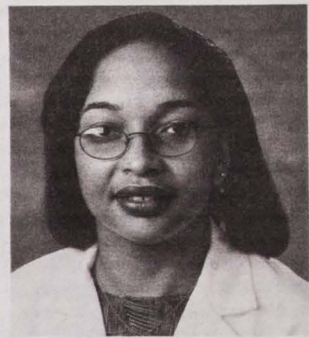
Dr. White comes to Desert Orthopedic Center following her residency at VCU Health Systems in Richmond, VA.

The specialty of physiatry also known as physical medicine and rehabilitation helps people with chronic and acute back and neck pain, stroke patients, accident victims and others alleviate pain and return to an active and productive lifestyle. "Physiatry offers a different approach. We help empower and educate patients to get their life back, to control their pain," commented Dr. White.

Dr. White earned her medical degree from the Virginia Commonwealth University Medical College of Virginia in Richmond, VA. She is a past recipient of the Foundations of Clinical Medicine Award for Outstanding Achievement at the Medical College of Virginia. She also served her internship and residency at VCU Health Systems.

She is a member of the American Academy of Physical Medicine and Rehabilitation.

Dr. White and her husband, Martin, a history teacher at Indio High School, live in La Quinta with their



Dr. Joy M. White

daughter and son. Involved with Girl Scouts from first grade through college, Dr. White now participates in her children's Girl Scout and Cub Scout troops. She also enjoys cooking, reading and music.

Desert Orthopedic Center is a comprehensive, multi-subspecialty, regional orthopedic center with 16 physicians and specialists providing the following services: foot and ankle surgery, hand and upper extremity surgery, joint replacement, sports medicine, physiatry, spine surgery, pediatric orthopedics, orthopedic trauma, rheumatology, MRI and acupuncture. Desert Orthopedic Center has offices in Rancho Mirage, Palm Springs and Indio. For more information about Desert Orthopedic Center, call (760) 568-2684 or visit [www.desertortho.com](http://www.desertortho.com).

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Saturday, Dec 14th 7:30 pm  
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Thursday, Dec 19th 7:30 pm  
ANAHEIM MIGHTY DUCKS



Thursday, Jan 2nd 7:00 pm  
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ST. LOUIS BLUES



Saturday, Jan 25th 7:30 pm  
NEW JERSEY DEVILS



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Saturday, Mar 8th 7:00 pm  
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# HMO/PPO ENROLLMENT GUIDE

## Self-Directed Healthcare

by John M. Word III, CLU, RHU, REBC

In survey after survey, American workers repeatedly tell us what we already know: health insurance is their number 1 priority in the benefits arena. This can be worrisome for today's employers, given the rising premiums and declining Wall Street performance with which business must contend. Fortunately, as premiums have increased, so have the number of innovative options available to Inland Empire business owners willing to think anew.

The health benefits highway that has been seasoned with HMOs, PPOs and a variety of other signposts has a new marker: "self-directed healthcare." And it's gaining ground with California's small business owners and their employees.

Self-directed healthcare features lower-cost, higher-deductible coverage and allows enrollees to decide which providers, medicines and treatments they want, as opposed to managed care organizations making these decisions for them. The idea behind self-directed health is that comprehensive managed care coverage has become too expensive and, for some, too inflexible.

HMOs and PPOs are both con-

structed on the premise that by controlling how members access their coverage they can control runaway medical costs. But while managed care has been successful in slowing the rate of healthcare expenses over the past decade, higher premiums have been catching up at a dizzying pace.

With self-directed, consumers themselves become more closely aware of and responsible for the true cost of healthcare. This provides true financial incentives for the end user to become a more informed consumer and a more intelligent utilizer of valuable healthcare resources. This also means rewards for those who practice healthy lifestyle habits and smart buying decisions.

While there are a variety of models of self-directed, most contain three basic features, the confluence of which serve to lower overall premiums for employers, while better empowering employees. The three features are:

1. A high deductible and low-cost insurance product to protect against major or catastrophic illness.

2. A health or medical savings account typically funded by the employer (but can be funded by employees as well). This account is used to pay for qualified medical expenses

that fall below the high deductible amount and, if unspent, can roll over to future years. By viewing this fund as "their" money and being responsible for their own decisions, employees think carefully about spending on unneeded medical expenses.

3. Good health information resources to help consumers navigate intelligently through the system and self-direct their care. Under ideal cases, this includes online access to performance provider reports, clinical research and other such tools that enable members to investigate their health concerns and evaluate treatment options.

With added responsibility for the true cost of care, members will think twice before running to the doctor for treatment of a mild fever if they have to lay out \$95 for the visit and \$45 for a prescription as opposed to just \$10 HMO co-pays. And with access to the information they need, consumers will be more discerning about the quality of their healthcare providers and the services they receive.

To assist with the personal expenses associated with self-directed healthcare, small groups (2-50) are eligible to open Archer Medical Savings Accounts (MSAs) wherein qualified individuals can set aside up to 75 percent of their deductible account in an IRA-like tax-deferred account. They can invest these dollars or simply allow them to accumulate interest on a tax-deferred basis. This MSA can roll over year-to-year, or else the insured can make tax-free deductions to pay for qualified medical expenses. Employers have the option of contributing toward the MSA savings account as well.

For optimum benefit, small businesses can combine this tax-advantaged MSA with a purchasing alliance, which offers a turnkey selection of HMO carriers and benefit levels, plus a number of comprehensive PPO options. Under this design, each employee is not limited in choice to a single health carrier and has the freedom to choose coverage that makes sense for himself or herself. The employer meanwhile has the flexibility to offer this exciting health insurance program alternative to those who

want it, without forcing an entire group to embrace it.

There are many reasons why self-directed healthcare is beginning to gain traction in the marketplace. The first concerns the continuing spikes in medical cost trends. As recently as June of this year, both Hewitt Associates and UCLA reported that preliminary 2003 HMO rates are averaging upwards of 20 percent, continuing a trend of double-digit healthcare cost increases that began about 18 months ago. This is forcing employers to share more of the costs with employees, through cost sharing and plan design changes.

The other reason is that employees today are looking for more choice in everything they see, do and touch. Today's consumers are just as interested in determining the type and extent of health insurance coverage they carry as they are in selecting which options they want in a new car or which software works best in their desktop computer.

Admittedly, the jury is still out on whether self-directed healthcare is truly the next big wave to hit healthcare or simply a ripple in the pond. Its value depends on these factors:

1. Consumers' ability to become "smarter" healthcare purchasers who can effectively navigate through the complex healthcare system.

2. A true demonstration of savings, both short-term and long-term.

3. A balance of users — healthy consumers who don't use many healthcare resources and those who require more medical attention — enrolling in self-directed in order to make it a financially sustainable product.

Clearly, a one-size-fits-all approach to healthcare benefits is a thing of the past. With your broker's help, it's time to arm yourself with the latest information and capitalize on the exciting new options the market has to offer.

John M. Word III, CLU, RHU, REBC, is a former president of the California Association of Health Underwriters and is managing partner of CaliforniaChoice, the fastest-growing small group health purchasing alliance in the country.

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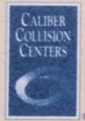
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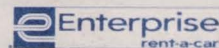
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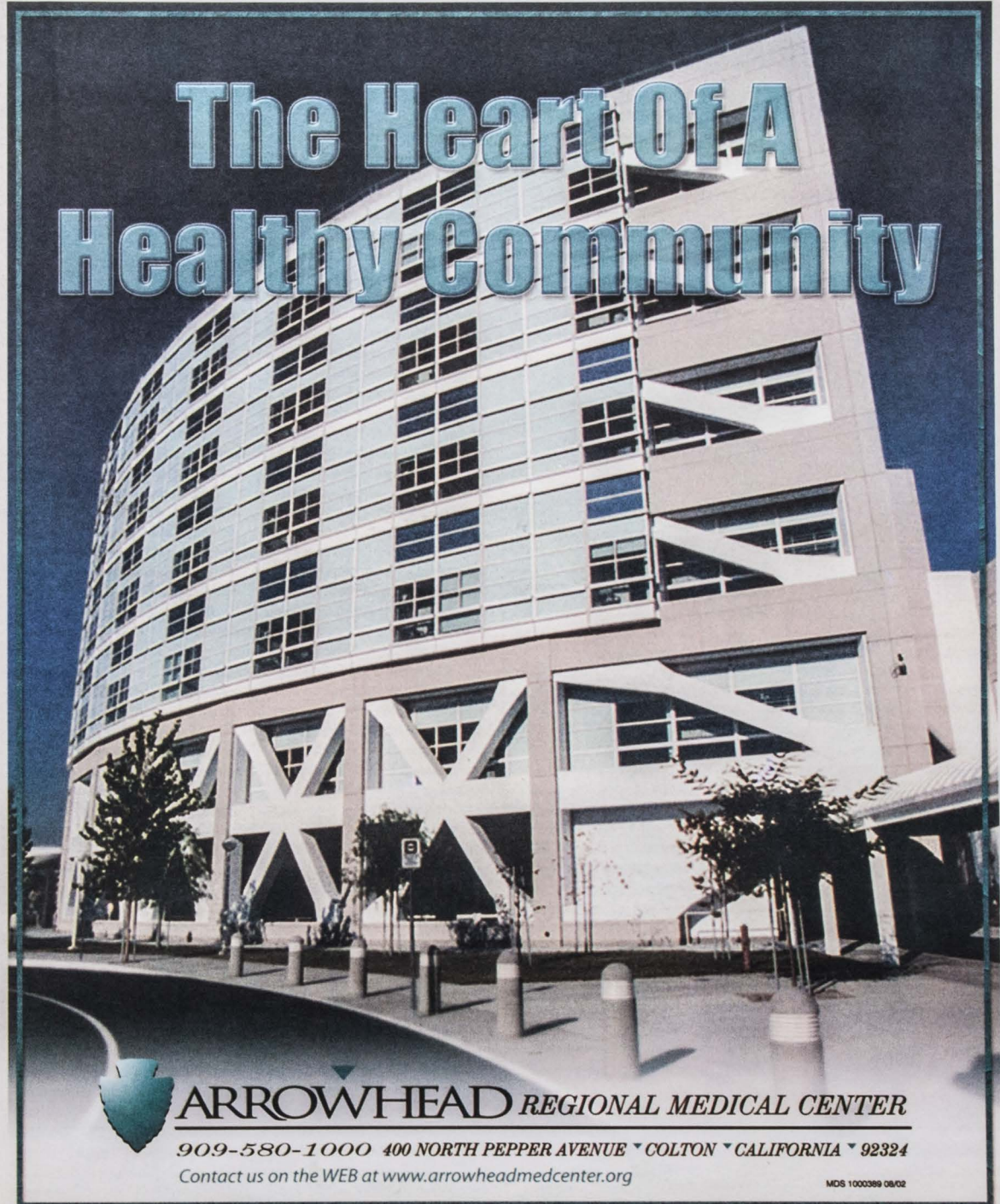
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## SECOND PAGE ONE

## Music Brings Us Together

The Community Concert Association of the Inland Empire Begins Its 49th Season on Oct. 11

Gardiner W. Spring Auditorium, 1245 N. Euclid Ave. in Ontario will soon resound with the music of the turn-of-the-20th century on Friday, Oct. 11, when The Jack Daniel's Original Silver

October through April, 2003, and will feature programs including:

- Simon and Son, Monday, Nov. 18; a versatile piano duo who play popular and classical music with a fun approach, wonderful family entertainment;
- Proteus 7, Friday, Feb. 7; from Bach to Bacharach with the tonal palate of a symphony orchestra, the excitement of



The Jack Daniel's Original Silver Cornet Band.

Cornet Band performs. Sponsored by the Community Concert Association, the band will kick-off the 49th consecutive season of music and dance from around the world. It's like setting your pocket

a big band, and the intimacy of a chamber ensemble;

- Hudson Shad, Thursday, March 13; masters of harmony—a "silken, soothing, lovely" blend of male voices who delight all music lovers, and
- Dancing on Common Ground, Friday, March 28; from ballet to clogging, thunderous Irish dancing, syncopated tapping, and exciting country clogging, these performers present an evening of uncommon entertainment.

All concerts begin at 7 p.m. at the Gardiner W. Spring Auditorium, 1245 N. Euclid Ave. in Ontario. Come early on Oct. 11 to avoid parking problems.

Season tickets are just \$35 for adults. To sign up or for more information, please call (909) 626-4720 or (909) 989-4465. Student and group rates are available. Single tickets will go on sale the evening of the performance—\$15 for adults and \$5 for

watch back and experiencing all the joys and sounds of times long gone by.

The concert season will run from

## Statler &amp; Associates—Longtime Media Firm Moves to Riverside

Long-established media/marketing and protocol executive S. Earl Statler moved his media and PR forces to the Inland Empire in September. Statler & Associates is a full-service media consultation, publicity and protocol firm located in the historic Loring Building across from the Mission Inn in Riverside.

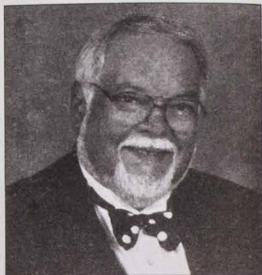
Statler started his media career in the Inland Empire; he often tells of getting up at the crack of dawn and going down to the Santa Fe train station in San Bernardino to report on the arrival of President Eisenhower for *The Sun* newspaper and its television station KCHU, Channel 18. His media career has spanned 40 years and he has worked on "special projects" for two White House administrations.

Statler notes, "I've seen them crowned. I've seen them sworn in. I've seen them assassinated. I've seen them buried. I've reported on it all, and I've shed my share of tears of happiness and sorrow along the way."

Statler began his professional media/publicity career at the San Bernardino County *SUN* Newspaper as a teen reporter. He later became a reporter/cameraman for *The Sun*'s television station KCHU TV 18 in San Bernardino. His local "On the Spot" man on the street interview news segment was filmed at Third and "E" Sts. at noon—Monday through Friday and ran in the evening news.

Statler attended San Bernardino Valley College, and graduated from the University of Southern California. After two years at KCBS News in Los Angeles, he became the associate producer of "Tom Frandsen's FYI" at KNBC in Los Angeles. It was there that he started developing his passion for concept development and marketing strategy. He was responsible for creating more than 500 segments, as well as the show's marketing strategy and media relations.

In 1969, while working for MGM Records as the staging director, Statler was appointed by Mike Curb, then president of MGM Music, to head up the production team for "The Committee to Re-elect the Pres-



S. Earl Statler of Statler & Associates

ident" for the Republican Party. In his new position, Statler not only changed his political party, but also traveled the United States creating campaign-funding events for President Richard Nixon's second presidential election campaign. His staging expertise and protocol knowledge were put to the test for the first time—and passed with flying colors.

In 1972, this position took him to the Kennedy Center in Washington D.C. to direct and stage the Inaugural Gala stage shows for Nixon's second inaugural. As head of production, he directed a staff of more than 200 and was accountable for all facets of show development, contract and business services, travel and accommodations, show production and protocol staging.

He was also a staging consultant for the office of Ronald Reagan and under the direction of John Hall, staged the West Coast events for George Bush Sr.'s presidential campaign.

A man who wears many hats, Statler has produced, co-produced, directed and staged more than 200 stage and television productions for such stars as: Frank Sinatra, Bob Hope, Steve Lawrence and Edie Gorme, Joey Heatherton, the Smothers Brothers, The Osmonds, Hank Williams Jr., Orson Welles, Howie Mandel, Elayne Boosler, Sinbad, Tony Bennett, and The Oak Ridge Boys. Statler recalls, "It's one thing to create and produce a project—but the real satisfaction is in the marketing and successful sale

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ECONOMIC DEVELOPMENT  
Corporate Conduct: Cash, Careers...& Country

by Michael C. Maibach

Every American is now painfully aware of significant misconduct at Enron, Anderson, WorldCom, Tyco, ImClone... et al. Every American knows that a fundamental failure of business integrity at a handful of enterprises has unfairly harmed employees, stockholders, customers and communities, as entire companies have come tumbling down. Virtually all of the news coverage of these commercial crimes has focused on their impact on "cash careers." One can readily see why.

Cash: The personal wealth of millions of our fellow citizens has been substantially undermined—not because of market forces, but because of misdeeds and misinformation. Investors cannot make wise investments when they are made based upon faulty numbers and reprehensible conduct. One hears stories of couples and individuals who meticulously saved for their children's education or their own retirement, only to learn that fraud has dashed those plans. As confidence in business leaders has fallen, so has the value of the entire equities market. Investors no longer know who or what to believe.

Careers: Tens of thousands of careers at Enron, Anderson, WorldCom and others have been shattered because of moral failures. Thousands of able, ethical Anderson employees come to mind, suddenly out of work because a few of their colleagues on the Enron account abandoned the fundamental standards upon which public accounting and the trust it engenders is built.

However, most commentators have forgotten to include perhaps the most important factor in all of this—"country." Let us as citizens

assess the damage these blows have done to our republic—our commercial republic.

Across history, the only free societies have been commercial societies. Indeed, there are important things that private enterprises, large and small, do each day that build and sustain free societies. Such practices don't guarantee freedom, but they create the environment for its establishment and sustenance. While you may rarely hear it from academia, Hollywood, the news media or government, the virtues inherent in commercial life are central to any successful democratic republic. Businesses, you see, are the "classroom of citizenship."

Why is that so? We all learn best by doing. As it happens, business is all about doing, about putting ideas into action in the service of others. Every business seeks to succeed. The core practices required for a successful enterprise are the very virtues every republic needs instilled in her citizens. Great nations are made up of good citizens. Good citizens are not born; they are fashioned by noble habits. Let's examine the virtues companies must practice daily to be successful. They are:

- **Sacrifice and Investment:** Businessmen invest to serve the needs of others before self.
- **Service:** The words "May I help you?" ennoble everyone who sincerely says them.
- **Teamwork:** Every employee's job security depends on working well with others.
- **Discipline:** Teams succeed when they adhere to schedules and standards.
- **Persistence:** If at first you don't succeed...The customer depends on you to deliver.
- **Creativity:** Expand man's front-

iers and markets will expand in your wake.

- **Pragmatism and Practical Wisdom:** It's good if it works! Theories are for theorists.
- **Meritocracy:** Regardless of background or station, you advance when you perform.
- **Win-Win Relationships:** In commerce—unlike the courtroom or battlefield—both parties must see each transaction as fair and beneficial or business comes to a halt.
- **Expansion of Market:** Smart businessmen build bridges, not walls. Just imagine if we all did the same thing.

• **Honesty:** This and the virtues above build trust in societies. Only "high trust" societies prosper. Trust makes society's wheels spin and allows dreams to be realized!

American businesses practice these virtues every day—or they fail. We have ample evidence before us. While imperfect, the "commercial classroom" is the best place we have created to allow citizens to practice ethical standards and civic behavior everyday. This little bit of magic happens quietly, while people are serving others. The importance of these "habits of the heart" is not to be underestimated, especially in an immigrant society that is continental in size. It is said, "Commerce breeds civility." This is said because it is true.

As Americans and their leaders debate the implications of current business misconduct, let's keep in mind the implications for our country, as well as our own cash and careers. While country is the most important of the three interests, it has yet to attract the attention it deserves in the public square. A failure of commercial integrity not only costs money and damages careers; it is a disservice to a nation that de-

pends on businesses to do better for the commonweal.

On Sept. 11, America was attacked. As if one family, this immigrant land with its astoundingly heterogeneous population united in their resolve to defend their country and what it stands for. Many lit candles and pinned flags on their lapels. Brave souls in uniform went to the front lines in Afghanistan. Others changed careers, gave blood, donated to charities, got married, adopted children...and helped neighbors in need. All good things...

What might businessmen and women do at a time of business crisis and in the spirit of "9/11"? They can strengthen their daily practice of citizen virtues so vital to the nation. Indeed, if business leaders accused of wrongdoing had thought in such patriotic terms, their choices might have been wiser, if more difficult.

For those who welcome business failures as a chance to criticize all businesses—they may first wish to reflect on what honest companies mean to this republic before throwing that extra punch.

To win the war against terrorism we must believe we are fighting for a country whose way of life is worth defending. A large portion of what's worth defending in this republic is embodied in the commercial virtues just enumerated. Let's keep in mind the virtues ethical business instill in each of our citizens. When the leaders of an enterprise create a culture of integrity and service to others, they build more than a business. They build a nation. Let's see if we can keep it.

Michael C. Maibach was vice president of the Intel Corporation from 1983 - 2001. He may be reached at 703-838-6886 or m@maibach.us.

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## Improve Patient Care...

continued from page 1

"This is an incredible victory for nurses and our patients," said Charlene Nelson, a registered nurse in the emergency room at PVHMC. "Now we'll be able to sit down with management and really work on the improvements we need to provide for the best possible care. Our hospital was the first one built in Pomona, and now we can make sure we're the best, too."

By forming a union, PVHMC registered nurses say they are taking the first steps toward improving patient care and ensuring professional standards at their hospital. In the coming weeks, nurses will prepare to negotiate their first union contract by electing co-workers to serve on a bargaining team. They'll build upon results of a survey recently conducted by employees at the hospital to determine bargaining priorities on issues such as nurse-patient ratios, patient care, pay and benefits.

"The cost-cutting pressures in health care today are enormous," said Jeannie King, registered nurse in PVHMC's intensive care unit. "By joining together in

SEIU, registered nurses have gained a strong voice for ensuring that our hospital puts patients first by setting staffing levels that are safe for patient care. Other health care professionals at the hospital are forming a union too, so we'll all have input into improvements."

A group of more than 250 additional health care professionals—including respiratory care practitioners, licenses vocational nurses and radiology techs—at PVHMC will vote in their election to form a union in October.

The 393 to 275 results of the registered nurses' election, supervised by the National Labor Relations Board, were announced on Sept. 19.

Nurses at PVHMC are the most recent group of registered nurses in California to vote on forming a union with SEIU, the nation's largest and fastest-growing health care union. In the past five years alone, more than 20,000 registered nurses and other health care employees in California have joined SEIU.

With more than 755,000 members in health care, including more than 110,000 nurses and 20,000 doctors, SEIU is California and the nation's largest health care union. Overall, the union has 1.5 million members.

## EXECUTIVE NOTES

**J.G. Construction**, a growing firm with an extensive history of building quality commercial projects, recently announced the addition of **Hix Kightlinger** and **Gwenn Norton-Perry** to this professional staff. **Kightlinger** joins **J.G. Construction** as estimator/project manager with more than 30 years of experience in managing complex and diversified commercial and office/industrial projects. **Tracy Ridley** has taken the position of administrative assistant at **Young Homes**, the well-known Inland Empire new homebuilder based in Rancho Cucamonga. **Ridley** is well-versed in the workings of the Inland Empire building industry, having served as an administrative assistant at both **Lewis Operating Corporation** (formerly **Lewis Homes Management Corp.**) and **Inco Homes**. **Robert A. Hill** has joined Inland Empire new homebuilder **Young Homes** as the company's new manager of information technology. **Hill's** responsibilities include network administration and set-up, computer hardware/software support and end-user desktop solutions to ensure the smooth-running of up-to-date systems throughout the company. **Mary Ann Thompson** has joined prominent Inland Empire new homebuilder **Young Homes** as a project accountant, bringing with her two decades of accounting experience and responsibilities in project cost accounting, payroll preparation and costing, and A/R and A/P operations. **Pedro T. Rincon, CPA, CVA**, has joined the accounting firm of **Peterson Slater Osborne** as senior manager. A graduate of the University of Southern California Leventhal School of Accounting, **Rincon** brings to the firm nearly 10 years of professional experience in his field, having provided accounting and tax services to agriculture, distribution, hospitality and not-for-profit entities. As a certified valuation analyst, he also provides valuation and litigation consulting services to business owners and attorneys. **Parkview Community Hospital** announces the promotion of **Mary Ann Bush** to chief clinical officer. Prior to her promotion, **Bush** has held the position of chief nursing officer at **Parkview** since 1996. **Community National Bank** announces the promotion of **Angelique Bausch** to assistant vice president. **Bausch** joined the bank in 1998 as a Community banking officer in the Fallbrook office and was named branch manager of the bank's Bonsall office when it opened in December 2001. A 17-year banking veteran, **Bausch** was previously with **Glendale Federal** as a senior financial services officer and **Wachovia Bank** a lender. **Creative Marketing Resources, Inc.**, recently won four prestigious 2002 **Aurora Awards** for excellence in film, video and interactive media. **Aurora Awards** is an international competition recognized throughout the industry as a sound measure of excellence. **CMR** received the following awards: **Real Estate Platinum Best of Show Award**, **Advertising Campaign Gold Award**—series of three 30-second commercials for Montech Golf, **Advertising Campaign Gold**—series of three 30-second commercials for Xerox and the **Restaurant/Food Services Gold Award**. **The Literacy Network of Greater Los Angeles** is a network of 250 literacy service programs operating in Southern California. It has been in existence for four years. Their mission statement is to improve the quality of life through literacy for the individual, family workplace, and the community by cultivating partnerships, resources, and public awareness. This year, **The Wright Place Television Show** was nominated for a **Literacy in Media Award**. **The Wright Place Television Show** has covered many topics in the 2001-2002 season.

## DiamondCard...

continued from page 9

is his assistant. Connie Barela is the office manager; Michelle Candler is an assistant in the national recruiting department, and Pamela Crone is head of the marketing recruiting department.

A happy man, Manilow has re-

cently announced his engagement to "the most lovely, beautiful woman on this planet, Elianah Wolshin, who has moved my life in a spiritual way. God has answered," he said. "Life is good!"

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## Copier, Fax and Business Equipment Retailers in the Inland Empire

Ranked by Sales Volume 2001

Company Name Address City, State, Zip	I.E. Sales Volume 2001	Offices (IE) Companywide Headquarters/Yr. Est. (IE)	Employees (IE) Companywide	Products/ Lines	Top Local Exec. Title Phone/Fax E-Mail Address
1. Xerox Corporation 650 E. Hospitality Lane, Ste. 500 San Bernardino, CA 92408	\$54 million	6 400 Stanford, CT/1961	250 89,000	Multi-functional Products, Copiers, Fax, Laser Printers, System Reproduction Supplies, Color Digital Equip., Sales, Service	Charles Sinnen Area Sales Manager (909) 386-6147/386-6171
2. MWB Business Systems, Inc. 8577 Haven Ave., Ste. 110 Rancho Cucamonga, CA 91730	\$35.8 million	2 6 Victorville/1977	73 204	Sharp Copiers, Fax, Color Copiers, Xerox High Volume Copiers, HP Printers	Jon Fehrman Vice President, Sales (800) 769-2679/(909) 476-2406
3. Skipco, Inc.-A Toshiba Company 1159 Iowa Ave., #1 Riverside, CA 92507	\$27 million	1 3 Las Vegas, NV/1997	15 73	Toshiba Copiers, Facsimilies, Color & Digital Corrected Copiers, LCD Projectors & Laptops	Peter Reynolds General Manager (909) 778-4700/778-4711
4. IKON Office Solutions, South. Calif. 2023 Chicago Ave., Ste. B1 Riverside, CA 92507	\$22.5 million	1 17 Irvine/1974	95 860	Copiers, Fax, High Volume Duplicators, Color Graphics, Networking Specialists, Lg. Format, Canon, Ricoh, Sharp, Oce, Xerox	Bruce Fiscus Vice President, Sales (800) 800-1014/(949) 862-2630
5. Canon Business Solutions-West, Inc. 10608 Trademark Parkway North Rancho Cucamonga, CA 91730	\$23 million	1 8 Gardenia/1974	102 710	Canon Copiers, Fax, Color Laser Copiers, Information Management Systems, Supplies, Services	Mark Hix Director (909) 484-6700/484-6775
6. Burtronics Business Systems 216 S. Arrowhead Ave., P.O. Box 1170 San Bernardino, CA 92402	\$16 million	2 2 San Bernardino/1891	82 82	Multifunctional Products, Digital Copiers, Fax, Digital Duplicators, Printers, Print on Demand, Xerox, IBM, Compaq, HP, Networking Specialists Telephone Systems	Tom Thompson Executive President (909) 885-7576/885-7416 <a href="mailto:thompson@burtronics.com">thompson@burtronics.com</a>
7. Advanced Business Machines 1609 N. Redwood Way Upland, CA 91784	\$13.9 million	1 2 Irvine/1983	75 125	Konica, Okidata, Ricoh Copiers & Fax	Rick Dupello District Manager (888) 500-2679/(949) 588-1303
8. Minolta Business Systems 1831 Commercecenter West San Bernardino, CA 92408	\$11.9 million	2 34 New Jersey/1972	75 na	Minolta Copiers, Color Copiers, Fax, Digital Document Imaging	Joe LaGreca Branch General Manager (909) 824-2000/888-1819
9. Advanced Copy Systems, Inc. 571 E. Redlands Blvd. San Bernardino, CA 92408	\$4.6 million	1 1 San Bernardino/1978	24 24	Sharp Copiers, Facsimilies, Lasers & Computers, Xerox Color, Lazee Copiers	Walter G. Ferguson President (909) 889-4006/889-3602
10. J.R. Freeman Co., Inc. 379 S. Sierra Way San Bernardino, CA 92408	\$3.8 million	3 3 San Bernardino/1967	18 18	IBM Typewriters, Nextel Business Phones, Computer Supplies, Fax, Xerox Copiers, Office Supplies and Equipment	Jack R. Freeman President (909) 387-1108/386-7407
11. Temecula Copiers 41892 Enterprise Cir. S., #F Temecula, CA 92590	\$3.5 million	3 3 Temecula/1989	12 12	Authorized Canon Copier & Fax Dealer, Computers & Networking Systems, Digital Copiers, Hewlett Packard Authorized	Kevin W. Heitritter President (909) 676-8885/296-2675
12. Select Office Solutions 2091 Del Rio Ontario, CA 91761	\$3 million	1 5 Irwindale/1991	20 200	Toshiba and Konica Copiers, Fax, Laptop Computers, Laser Printers, Office Stationery, Supplies	Todd Erickson Branch Manager (909) 947-0558/947-8952 <a href="mailto:tdode@selectnow.com">tdode@selectnow.com</a>
13. Desert Business Machines, Inc. 42-471 Ritter Circle Palm Desert, CA 92211	\$2.4 million	1 1 Palm Desert/1973	22 22	Savin, Mita Copiers, Xerox, Fax, Lexmark Printers & Typewriters, Neopost Mailing Equipment, Computers & Networks	Wayne D. Cernie President (760) 346-1124/346-1944 <a href="mailto:info@desertbiz.com">info@desertbiz.com</a>
14. Xerox Image Source 77-530 Enfield Ln., Bld. 1, Ste. 1 Palm Desert, CA 92211	WND	4 4 Riverside	60 60	Xerox Copiers, Facsimile Equipment, Digital Printers, Color Copiers	Brad Craft President (760) 345-6889/345-3109 <a href="mailto:bcraft@imagesourceusa.com">bcraft@imagesourceusa.com</a>
15. Reliable Office Solutions 3570 14th St. Riverside, CA 92501	WND	1 2 Riverside	23 23	Canon, Ricoh, Savin, Okidata, Brother, Xerox, Destroy-It, Computer Supplies	Jeff Eshelman President (909) 682-8800/682-0110
16. Accutech 2881 Sampson Ave. Corona, CA 92879	WND	1 1 Corona/1986	5 5	Sales, Service & Supplies for Fax, Printers, Computers, Copiers	Scott Kuffer President (909) 279-4979/279-7092 <a href="mailto:sales@accutechusa.com">sales@accutechusa.com</a>
17. Lanier Worldwide 1932 E. Deere Ave., Ste. 120 Santa Ana, CA 92705	WND	1 1800 (international) Atlanta, GA/1934	45 7,000	Dictation, Optical Storage, Digital Loggers	Jeremy Aston District Manager (949) 851-1060/851-0871
18. Pitney Bowes, Inc. 1023 South Mount Vernon, Ste. 100 Colton, CA 92324	WND	1 95 Stamford, CT/1960	45 24,000	Fax, Copier, Mailing Systems, Addressing Systems Folding/Inserting Systems Shipping/Logistics Management Systems	Steve Engelman District Director (800) 322-8000/(909) 824-5798
19. Office Depot 3900-B Tyler St. Riverside, CA 92504	WND	3 602 Boca Raton, FL/1987	100 19,000	Xerox Copiers & Printers, Canon Fax, Copiers & Printers, Brother Fax & Printers	Jeff Lynn District Manager (909) 343-2700/(858) 672-2181

N/A = Not Applicable WND = Would Not Disclose na = not available. The information in the above list was obtained from the companies listed. To the best of our knowledge the information supplied is accurate as of press time. While every effort is made to ensure the accuracy and thoroughness of the list, omissions and typographical errors sometimes occur. Please send corrections or additions on company letterhead to: The Inland Empire Business Journal, P.O. Box 1979, Rancho Cucamonga, CA 91729-1979. Researched by Sondra Olivera. Copyright 2002 Inland Empire Business Journal.

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# Inland Empire Business Journal Reader Survey Sweepstakes

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Mail Today!

## GRAND PRIZE

### FOUR TICKETS TO THE L.A. KINGS' HOCKEY GAME

A \$400 Value—Enjoy an evening of fun and excitement!!

## 2ND PRIZE

### \$100 PORTER'S PRIME STEAK HOUSE GIFT CERTIFICATE

Porter's, 222 North Vineyard Ave. in Ontario, features USDA Prime Midwestern Beef, for the highest quality and most flavorful steaks, as well as exceptional seafood and chops. Porter's also offers specialty martinis and an extensive wine list. Enjoy this restaurant's warm ambience for an exquisite dining experience!

## 3RD PRIZE

### \$50 NEW YORK GRILL GIFT CERTIFICATE

One of the most popular fine restaurants in the Inland Empire, the New York Grill is New York...without the attitude! This award-winning dining destination is famous for prime steaks, Australian lobster tail, prime rib, rack of lamb, wonderful seafood dishes, and much more. The New York Grill is located at 950 Ontario Mills Drive in Ontario.

*It's so simple. You can't afford to pass up this opportunity  
Complete the survey and mail or fax by Nov. 15*

## Food Market...

*continued from page 1*

opened Fiesta Food Warehouse store fulfills that need. Its 48,000-square-foot building is located on the corner of Mills and Mt. Vernon in the city of San Bernardino. Previously the location of a Fedco, the new store is completely remodeled.

The Fiesta Mexicana Market, which is located in Anaheim, is the parent company. With six stores, four located in the Inland Empire (one in Fontana, one in Rialto, and two in San Bernardino), this company seeks to grow at a pace of two stores per year. In San Bernardino, it is attempting to service a market of 47,828 people. Its aim is to ex-

pand more specifically in the Inland Empire, so that it can become each "community's market."

The parent organization's plan focuses on expanding to the east, where there are fewer Hispanic markets, so that the high demand for these products may be met. This plan has worked for the past six years and has allowed the company to jump on the community outreach bandwagon. It has sponsored local soccer tournaments and church events and has provided employment to approximately 100 local residents. Plans are in process to continue to make a positive impact on the community.

To put a Mexican market within less than a mile radius from El Tigre and Farm Fresh stores would

be risky, unless it can provide what these small Mexican markets cannot. Fiesta Food Warehouse has taken this in consideration and has provided a larger facility in order to meet more of its customers' needs. Not only will they find the store larger than what the community has previously experienced, but residents will also enjoy a "cleaner, brighter, better-organized, and better priced store," states executive vice president and chief operating officer, Benjamin Bequer. Bequer is part owner and started the company in 1996 with proceeds from his previous holdings in a clothing company.

Inside the store, there is also a full kitchen and food service area to provide meals for those who may

not be authentic Mexican cooks, or are simply "on the go." The employees are well-prepared to serve more than just Spanish-speakers, having employed bilingual speakers from an array of different ethnicities, who are well-versed in both Spanish and English.

The Fiesta Food Warehouse carries Central and South American products, and also many Cuban and Mexican specialties, imported directly from their homelands. It carries popular brands such as Goya and Doña Maria, with a range of products, including pasta and drinks, seasonings and chili.

It also provides in-store services, such as check-cashing, money orders, gas and electricity pay-

*continued on page 43*

## YOU AND THE INLAND EMPIRE BUSINESS JOURNAL

- How long have you been reading the IEBJ?  
☐ 5 years or more ☐ Less than 3 years  
☐ Less than 5 years ☐ Less than one year
- How many of the last 6 issues of the IEBJ have you read or looked through?  
☐ All 6 ☐ 4 of 6 ☐ 2 of 6 ☐ New reader  
☐ 5 of 6 ☐ 3 of 6 ☐ 1 of 6
- How many times did you read or look through the last issue of the IEBJ?  
☐ 10 or more times ☐ 4 to 5 ☐ 1 time  
☐ 6 to 9 ☐ 2 to 3 ☐ New reader
- How much time, on average, do you spend reading or looking at a typical issue of the IEBJ?  
☐ 3 hours or more ☐ 1 to 2 hours ☐ Less than 15 min.  
☐ 2 to 3 hours ☐ 15 min. to 1 hour
- How long on average, do you keep your copy of the IEBJ?  
☐ Indefinitely ☐ Until next issue  
☐ At least one month ☐ Less than 1 week
- On average, how many people, other than yourself, usually read or look at YOUR copy of the IEBJ? (Be sure to include those living inside your household and outside your household.)  
☐ 6 or more ☐ 4 to 5 ☐ 2 to 3 ☐ 1 ☐ 0
- Which of the following editorial topics in the IEBJ do you read about regularly, that is, at least 5 of the last 6 issues? (Please check all that apply.)  
☐ Business ☐ Afterhours  
☐ Commentary ☐ Book Review  
☐ Cover Story ☐ Calendar of Events  
☐ Health Care ☐ Dining Reviews  
☐ Faces in Business ☐ Travel  
☐ Technology ☐ Banking
- Which of the following special advertising sections in the IEBJ do you read regularly, that is, at least 5 of the last 6 issues? (Please check all that apply.)  
☐ Banking ☐ Health Care  
☐ Travel & Leisure ☐ Dining Guide  
☐ Redevelopment ☐ Environment  
☐ Education ☐ Law & Business
- Which of the following would you like to see more advertising/services on in the IEBJ?  
☐ Business Services ☐ Computer Software  
☐ Financial Services ☐ Health Care  
☐ Banks/Lending Services ☐ Education  
☐ Job Opportunities ☐ Attorneys/Law Services  
☐ Restaurants ☐ Travel
- Overall, how would you rate the IEBJ as a source of business news?  
☐ Excellent ☐ Very good ☐ Good  
☐ Fair ☐ Poor
- On average, how far would you be willing to drive to purchase or look at a product or service offered in the IEBJ?  
☐ 1+ hour ☐ 30 to 45 min. ☐ less than 15 min.  
☐ 45 min. to 1 hour ☐ 15 to 30 min.
- Which of the following actions have you taken as a result of reading the IEBJ? (Please check all that apply.)  
☐ Purchase an advertised product/service  
☐ Purchase a product featured in editorial  
☐ Visited or called an advertised location/event  
☐ Discussed information with family/friends  
☐ Took no action
- Please indicate which of the following publications you read regularly, that is, at least 3 out of the last 4 issues. (Please check all that apply.)  
☐ Los Angeles Times ☐ Inland Empire Mag. ☐ Daily Bulletin  
☐ Wall Street Journal ☐ Fortune ☐ Business Week

## YOU AND YOUR FUTURE PURCHASES

- Do you own or rent a home or apartment/condo?  
☐ Home ☐ Apartment/Condo  
☐ Own ☐ Rent
- Do you plan to buy a home in the next 12 months?  
☐ Yes ☐ No
- If yes, what will be the price range of your purchase?  
☐ \$150,000 or under ☐ \$375,000 - \$499,000  
☐ \$150,000 - \$249,000 ☐ \$500,000 - \$699,000  
☐ \$250,000 - \$374,000 ☐ \$700,000 - \$999,000  
☐ \$1,000,000 - or more ☐ Does not apply
- In what part of Southern California do you plan to buy?  
☐ Coastal Orange County ☐ North Orange County  
☐ Inland Empire ☐ San Diego County  
☐ Los Angeles County ☐ South Orange County  
☐ Does not apply ☐ Other

## YOU AND YOUR FUTURE PURCHASES (CONTINUED)

15. Which of the following items do you or other household members plan to buy in the next 12 months and how much do you plan to spend? (Please check all that apply.)

Plan to Purchase:	Dollar Amount:
<input type="checkbox"/> Apparel	_____
<input type="checkbox"/> Audio/Visual Equipment	_____
<input type="checkbox"/> Automobile	_____
<input type="checkbox"/> Computer Equipment	_____
<input type="checkbox"/> Financial Services	_____
<input type="checkbox"/> Home Furnishings	_____
<input type="checkbox"/> Internet Services	_____
<input type="checkbox"/> Office Furniture	_____
<input type="checkbox"/> Travel	_____

## YOUR LEISURE TIME

16. Which of the following popular destinations in or near California did you visit in the last 12 months? (Please check all that apply.)

<input type="checkbox"/> Big Bear	<input type="checkbox"/> Long Beach	<input type="checkbox"/> Santa Barbara
<input type="checkbox"/> Catalina	<input type="checkbox"/> Palm Springs	<input type="checkbox"/> Temecula
<input type="checkbox"/> Lake Arrowhead	<input type="checkbox"/> San Diego	<input type="checkbox"/> Indian Casino
<input type="checkbox"/> Las Vegas	<input type="checkbox"/> San Francisco	<input type="checkbox"/> Other _____

17. Are you willing to drive for a weekend trip?

☐ Less than an hour ☐ 1 to 2 hours ☐ 3 to 4 hours ☐ 5 or more hours

18. What type of entertainment or special events do you plan to attend in the next 12 months?

<input type="checkbox"/> Comedy Show	<input type="checkbox"/> Pro Basketball Game	<input type="checkbox"/> Symphony
<input type="checkbox"/> Opera	<input type="checkbox"/> Pro Golf Tournament	<input type="checkbox"/> Other _____
<input type="checkbox"/> Pop/Rock Concert	<input type="checkbox"/> Pro Hockey Game	<input type="checkbox"/> None
<input type="checkbox"/> Stage Play	<input type="checkbox"/> Pro Baseball Game	

19. How many times, on average, do you dine out for breakfast, lunch and/or dinner per week?

	5 or more	3 to 4 times	1 to 2 times	1 times	None
Breakfast:	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Lunch:	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Dinner:	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

20. When dining out, how much do you spend for a typical breakfast, lunch and/or dinner meal?

	under \$10	\$10 - \$20	\$21 or more	None
Breakfast:	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Lunch:	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Dinner:	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

## ABOUT YOU

- Are you?  
☐ Male ☐ Female
- What is your age?  
☐ Under 25 ☐ 45 - 49  
☐ 25 - 29 ☐ 50 - 54  
☐ 30 - 34 ☐ 55 - 59  
☐ 35 - 39 ☐ 60 - 64  
☐ 40 - 44 ☐ 65 and over
- What is your marital status?  
☐ Single ☐ Married/Living Together ☐ Divorced
- What is the highest level of education you have completed? (Please check all that apply.)  
☐ High School or less ☐ Postgraduate study without degree  
☐ Trade School ☐ Master's degree  
☐ Some College ☐ Doctor's degree  
☐ Graduated from a 4-year college
- Do you plan to continue your education?  
☐ Yes ☐ No
- If yes, do you plan to enroll in a college, university or professional enhancement degree program or course in the next 12 months?  
☐ Yes ☐ No
- Are you willing to attend classes at night and/or on the weekends?  
☐ Yes ☐ No
- What would be your reason for returning to school?  
☐ Complete a bachelor's degree ☐ Personal growth  
☐ Complete a master's degree ☐ Professional enhancement  
☐ Complete a Ph.D. ☐ Does not apply  
☐ Complete a credential

over →



## ABOUT YOU (continued from previous page)

## 29. In what kind of business, industry or profession are you employed?

- |   |  |
|---|--|
| <input type="checkbox"/> Banking/Finance                    | <input type="checkbox"/> Media                           |
| <input type="checkbox"/> Business Services                  | <input type="checkbox"/> Military                        |
| <input type="checkbox"/> Computer/Electronics/Reprographics | <input type="checkbox"/> Printing/Office                 |
| <input type="checkbox"/> Education                          | <input type="checkbox"/> Real Estate                     |
| <input type="checkbox"/> Engineering/Architecture           | <input type="checkbox"/> Retail                          |
| <input type="checkbox"/> Food/Restaurant                    | <input type="checkbox"/> Sales                           |
| <input type="checkbox"/> Government                         | <input type="checkbox"/> Telecommunications              |
| <input type="checkbox"/> Health Care/Medical Services       | <input type="checkbox"/> Transportation                  |
| <input type="checkbox"/> Insurance                          | <input type="checkbox"/> Travel/Recreation/Entertainment |
| <input type="checkbox"/> Legal                              | <input type="checkbox"/> Utilities                       |
| <input type="checkbox"/> Manufacturing                      | <input type="checkbox"/> Web Services                    |
| <input type="checkbox"/> Marketing/Advertising              | <input type="checkbox"/> Other                           |

## 30. How important is the IEBJ in helping you with your work?

- |  |   |
|--|---|
| <input type="checkbox"/> Extremely important | <input type="checkbox"/> Not too important    |
| <input type="checkbox"/> Very important      | <input type="checkbox"/> Not at all important |
| <input type="checkbox"/> Somewhat important  | <input type="checkbox"/> Not too important    |

## 31. What is your professional status? (Please check all that apply.)

- ☐ Top management or business owner  
☐ Professional (i.e., lawyer, teacher, engineer)  
☐ Middle-management or industry specialist  
☐ Administrative or clerical  
☐ Manual trades  
☐ Sales/Marketing  
☐ Self-employed  
☐ Service (i.e., food server, policeman, childcare)  
☐ Stay at home parent  
☐ Student  
☐ Retired

## 32a. Are you satisfied with your current bank and its services?

- ☐ Yes ☐ No

## 32b. If not, do you plan to change banks in the next 12 months?

- ☐ Yes ☐ No

## 32c. How do you bank?

- ☐ In person at a local neighborhood branch  
☐ Through an ATM location  
☐ Online through the Internet

## 33. Please mark the box that best describes your total household income before taxes in 2001. (Please include income, from all sources, for yourself and all other persons living in your household.)

- |  |  |
|--|--|
| <input type="checkbox"/> Under \$30,000        | <input type="checkbox"/> \$125,000 - 149,000 |
| <input type="checkbox"/> \$30,000 - \$39,000   | <input type="checkbox"/> \$150,000 - 174,000 |
| <input type="checkbox"/> \$40,000 - \$49,000   | <input type="checkbox"/> \$175,000 - 199,000 |
| <input type="checkbox"/> \$50,000 - \$59,000   | <input type="checkbox"/> \$200,000 - 249,000 |
| <input type="checkbox"/> \$60,000 - \$74,000   | <input type="checkbox"/> \$250,000 - 349,000 |
| <input type="checkbox"/> \$75,000 - \$99,000   | <input type="checkbox"/> \$350,000 - 499,000 |
| <input type="checkbox"/> \$100,000 - \$124,000 | <input type="checkbox"/> \$500,000 or more   |

## YOUR COMPANY

## 34a. How many employees are there in your corporation or firm's local workforce?

34b. Do you expect your company to relocate or expand its office space within the next 3 years? ☐ Yes ☐ No35. Does your company plan to purchase computer equipment or software in the next 2 years? ☐ Yes ☐ No36. Has your company contracted for environmental services in the past 12 months? ☐ Yes ☐ No

## 37. In the next 12 months, will you or your business select or consider selecting a new provider of any of the following services? (Please check all that apply.)

- |   |  |
|---|--|
| <input type="checkbox"/> Law firm                       | <input type="checkbox"/> Accounting firm             |
| <input type="checkbox"/> Health insurance agent/company | <input type="checkbox"/> Title insurance firm        |
| <input type="checkbox"/> Life insurance agent/company   | <input type="checkbox"/> Advertising agency          |
| <input type="checkbox"/> Travel agent/company           | <input type="checkbox"/> Title insurance firm        |
| <input type="checkbox"/> Banking service                | <input type="checkbox"/> Telephone equipment         |
| <input type="checkbox"/> Printing service               | <input type="checkbox"/> Office equipment            |
| <input type="checkbox"/> Office supplies                | <input type="checkbox"/> Stockbroker/financial agent |
| <input type="checkbox"/> Real estate brokerage          | <input type="checkbox"/> None of those listed        |

## 38. For which of the following services has your company used a local hotel in the past 12 months? (Please check all that apply.)

- |   |   |
|---|---|
| <input type="checkbox"/> Meeting rooms      | <input type="checkbox"/> Out of town guests     |
| <input type="checkbox"/> Banquet facilities | <input type="checkbox"/> Referrals for visitors |
| <input type="checkbox"/> Restaurants        | <input type="checkbox"/> None of these services |

## YOU AND YOUR JOB

## 39. What is the nature of your company's business? If you do not work for a company, please indicate your professional or occupational status. (Please check one box only.)

- |   |  |
|---|--|
| <input type="checkbox"/> Agriculture, forestry, fisheries                 | <input type="checkbox"/> Real estate                 |
| <input type="checkbox"/> Mining, oil & gas extraction                     | <input type="checkbox"/> Wholesale/retail trade      |
| <input type="checkbox"/> Construction                                     | <input type="checkbox"/> Accounting services         |
| <input type="checkbox"/> Printing, publishing                             | <input type="checkbox"/> Legal services              |
| <input type="checkbox"/> Manufacturing                                    | <input type="checkbox"/> Health/medical services     |
| <input type="checkbox"/> Transportation, communications, public utilities | <input type="checkbox"/> Other professional services |
| <input type="checkbox"/> Banking, finance, investments                    | <input type="checkbox"/> Other business services     |
| <input type="checkbox"/> Insurance  | <input type="checkbox"/> Government                  |
| <input type="checkbox"/> Retired  | <input type="checkbox"/> Other                       |

## 40. What is your job title or position? (Please check one box only.)

- |  |   |
|--|---|
| <b>Top Management</b>                          | <b>Professional/Technical</b>                     |
| <input type="checkbox"/> Chairman of the Board | <input type="checkbox"/> Medical/Dental           |
| <input type="checkbox"/> President/CEO         | <input type="checkbox"/> Lawyer/Judge             |
| <input type="checkbox"/> Vice President        | <input type="checkbox"/> Educator                 |
| <input type="checkbox"/> General Manager       | <input type="checkbox"/> Engineer/Architect       |
| <input type="checkbox"/> Treasurer/Comptroller | <input type="checkbox"/> Accountant, CPA, Auditor |
| <input type="checkbox"/> Other Officer         | <input type="checkbox"/> Member of the Board      |
| <b>Middle Management</b>                       | <b>Others In Business</b>                         |
| <input type="checkbox"/> Department Head       | <input type="checkbox"/> Sales                    |
| <input type="checkbox"/> Manager               | <input type="checkbox"/> Other                    |
| <input type="checkbox"/> Supervisor/Foreman    | (Please specify)                                  |

## 41a. Which of the following services do you influence the purchase or lease of in the course of your business activities? Influence may include suggesting the need for the service, establishing specifications, evaluating suppliers, recommending or suggesting suppliers and approving, authorizing or making the final purchase.

- |   |  |
|---|--|
| <input type="checkbox"/> Accounting                       | <input type="checkbox"/> Financial (pension fund management, etc.) |
| <input type="checkbox"/> Advertising/PR/promotion         | <input type="checkbox"/> Import/export                             |
| <input type="checkbox"/> Banking                          | <input type="checkbox"/> Legal                                     |
| <input type="checkbox"/> Computer/EDP                     | <input type="checkbox"/> Long distance telephone                   |
| <input type="checkbox"/> Construction design/engineering  | <input type="checkbox"/> Printing                                  |
| <input type="checkbox"/> Consulting                       | <input type="checkbox"/> Security                                  |
| <input type="checkbox"/> Conventions/meetings/catering    | <input type="checkbox"/> Temporary help                            |
| <input type="checkbox"/> Express/package/freight delivery | <input type="checkbox"/> Travel arrangements                       |
| <input type="checkbox"/> None of those listed             |  |

## 41b. Which of the following products do you influence the purchase or lease of? (Please check all that apply.)

- |   |   |
|---|---|
| <input type="checkbox"/> Automobile purchase/lease    | <input type="checkbox"/> Office machines:           |
| <input type="checkbox"/> Building materials/equipment | <input type="checkbox"/> Copiers                    |
| <b>Computer hardware:</b>                             | <input type="checkbox"/> Typewriters                |
| <input type="checkbox"/> Personal computers           | <input type="checkbox"/> Office supplies            |
| <input type="checkbox"/> Laptop or portable computers | <b>Telecommunication equipment:</b>                 |
| <input type="checkbox"/> Laser printers               | <input type="checkbox"/> Telephones                 |
| <input type="checkbox"/> Other printers/plotters      | <input type="checkbox"/> Facsimile (FAX) equipment  |
| <input type="checkbox"/> Networking equipment         | <input type="checkbox"/> Cellular/mobile telephones |
| <input type="checkbox"/> Computer software            | <input type="checkbox"/> Truck purchase/lease       |
| <input type="checkbox"/> Office furniture             | <input type="checkbox"/> Other capital equipment    |
| <input type="checkbox"/> None of those listed         |   |

## ADVERTISING

## 42. Have you ever requested information about or purchased a product or service as a result of an advertisement you saw in the IEBJ? (Please check all that apply.)

- ☐ Yes, requested information about a product or service  
☐ Yes, purchased a product or service  
☐ No

## 43. Do you find the advertising in the IEBJ helpful in making either personal or business purchasing decisions?

- ☐ Yes, frequently ☐ Yes, occasionally ☐ No

## YOU AND THE INTERNET

## 33. Do you have regular access to the Internet at home or at the office?

- ☐ Yes ☐ No

## 34. How often do you use the Internet?

- |   |  |
|---|--|
| <input type="checkbox"/> Daily            | <input type="checkbox"/> 1 time per week           |
| <input type="checkbox"/> 3 times per week | <input type="checkbox"/> Less than 1 time per week |
| <input type="checkbox"/> 3 times per week | <input type="checkbox"/> Does not apply            |
| <input type="checkbox"/> 2 times per week |  |

## 35. What do you commonly use the Internet for? (Please check all that apply.)

- |   |   |
|---|---|
| <input type="checkbox"/> Banking            | <input type="checkbox"/> Schoolwork     |
| <input type="checkbox"/> E-mail/Chat        | <input type="checkbox"/> Shopping       |
| <input type="checkbox"/> Entertainment      | <input type="checkbox"/> Work           |
| <input type="checkbox"/> News/Sports Update | <input type="checkbox"/> Does not apply |
| <input type="checkbox"/> Research           | <input type="checkbox"/> Other          |

## 36. Do you plan to purchase software in the next 12 months?

- ☐ Yes ☐ No

## Media Firm...

continued from page 30

of your creation."

His Southern California political activities include 13 years as a San Bernardino County airports commissioner. He also served as chairman and vice chairman of the commission, which was responsible for six county airports. Part of the responsibilities of the commission included FAA-ADAP funding solicitation, airport finances, project construction supervision, county funding lobbying, and tenant lease review.

In the 1980s, Statler teamed up with Diana Zimmerman in the creation of Multi-Corporate Productions Inc. and its subsidiary, Creative Meeting Services Inc., where he was vice president of marketing and sales. CMS is a world-class communication staging company that stages and produces media/publicity events and sales and marketing meeting events for Fortune 500 companies.

In the early 1990s, Statler took several respites and worked as a Port Lecturer/Historian on the *Royal Princess, MS Rotterdam* and *Queen Elizabeth II*.

S. Earl Statler's career took a new direction in 1997 when he teamed up, once again, with Diana Zimmerman in the creation of Noesis Communications, International Inc. and its subsidiary, Creative Meeting Services, and was named vice president of marketing and sales.

Today, Statler is a consultant for CMS/Noesis, International Inc. and is a founder and head of InterDimension Technologies Inc. a division of Noesis, International Inc. that specializes in effects technology development.

He has been writing a monthly entertainment magazine column for five years called *Statler's Best Bets* for the *Inland Empire Business Journal* and *San Gabriel Business Journal* and writes for several other Southern California newspapers.

Statler publishes the Web sites: [www.cruisechallenged.com](http://www.cruisechallenged.com) (a Web site for handicapped cruise travelers) and [www.statler-associates.com](http://www.statler-associates.com). Statler-Blankenship & Associates can be reached at 909-885-3290 or 225-2828 or e-mail: [statler@statler-as-ociates.com](mailto:statler@statler-as-ociates.com).

## Inland Empire Economic Partnership Foundation Receives \$30,000 Grant From Verizon Foundation

The Inland Empire Economic Partnership Foundation was awarded a \$30,000 grant to continue its efforts for creating an Inland Empire of the future without compromise by people, the economy, or the environment. The Collaborative Regional Initiative utilizes steward leadership, collaboration, and subject matter expertise to successfully

effect change.

"The Inland Empire CRI recognizes the vital relationship between the economy, equity, and the environment, and the importance of balancing each in a collective vision for the future," said Teri Ooms, president/CEO of the Inland Empire Economic Partnership. "This grant will greatly enhance our ability to

improve the economic condition, quality of life, and social well being of residents in the Inland Empire region."

Over the past two years, IEEPF has taken several steps to help define and analyze the region's core issues. Most recently, IEEPF launched an extensive

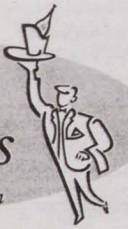
continued on page 48



Proudly Presents...

# A Taste of the Towns

Benefiting the Arthritis Foundation



An event celebrating the favorite foods and spirits from the finest restaurants, wineries and breweries, in and around the Inland Empire, at one location and at one price!

Friday, October 18, 2002 6:30 p.m. – 10:00 p.m.  
 Main Street Pedestrian Mall at 6<sup>th</sup> Street  
 Riverside, California  
 (909) 320-1540

Special Guests:  
 Bo Wintrow, KFRG Radio, 95.1  
 Troy Clarke Entertainment



Special Drawing Prize  
 Win a \$30,000 gift certificate to the  
 Riverside Auto Center  
 Opportunity Tickets \$100 each  
 Only 400 tickets will be sold!



Event Tickets - \$50 per person  
 Reserved Tables of 6 - \$400



Silent Auction  
 California Dressy

Arthritis Foundation • 4060 Chestnut Street • Riverside, CA 92501  
 (909) 320-1540 • [www.arthritis.org](http://www.arthritis.org)

\*Winner need not be present. Taxes and license are the responsibility of the winner.  
 In the unlikely event that 400 tickets are not sold, drawing will be void and money will be returned to purchaser.  
 Gift certificate may not be redeemed for cash and is good only at the following participating dealerships:

Acura of Riverside • Alvarez Lincoln Mercury Jaguar • BMW of Riverside • Dutton Motor Company  
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## Inland Realtor Lois Lauer Establishes Endowed Scholarship

Lois Lauer, founder of the realty firm in Redlands that bears her name and now joined with Century 21, has donated \$10,813 to create an endowed scholarship at Cal State, San Bernardino.

The Century 21 Lois Lauer Realty Scholarship Endowment will annually benefit a student based on his or her financial need who is majoring in liberal studies, business or education who has graduated from a San Bernardino or Redlands high school. The scholarship will be awarded in perpetuity.

Contributions for the scholarships come from a portion of each of the sales or listings made by agents at Lauer's Orange Tree Lane office in Redlands, she said.

"The agents work very hard and are concerned about the community,"

said Lauer, who also serves on the CSUSB Advisory Board. "The agents are very interested in education and kids and a scholarship is a good way to go."

The scholarship will cover university fees, expenses, books and the cost of room and board and joins more than 80 other endowed scholarships that provide necessary aid to Cal State students each year, according to Lynda McNamara, CSUSB associate vice president for development.

"We recently completed a campaign to raise \$1.5 million for endowed scholarships, and this is a welcome addition to that successful two-year effort," said McNamara.

For more information, contact the public affairs office at (909) 880-5007.

## BUILDING & DEVELOPMENT

Robert & Barbara MacMillan, represented by Gary Hauso of NAI Capital Commercial, has purchased a 9,331-sq.-ft. industrial building at 1691 Container Circle in Riverside from **Jon R. Young**. The value of the transaction was \$626,857. The seller, **Jon R. Young**, was represented by **Dick Roby** of **CB Richard Ellis**. The sale of the **Arches Apartments** was announced by **Kevin Assef**, regional manager for the Ontario office of **Marcus & Millichap Real Estate Investment Brokerage Company**. The property sold for \$1,325,000. The principals were represented by **John Stephens** of **Marcus & Millichap's** Ontario office. The property is a 25-unit apartment complex located at 508 S. Victoria, Corona... **Daum Commercial Real Estate Services** announced the sale of a nearly-new 31,756-sq.-ft. industrial facility in Chino to **United Electric Supply Co.**, which will relocate from City of Industry. **Chris Migliori**, executive vice president in **Daum's** Anaheim office, reports that **United Electric**, a distributor of electrical contracting equipment, acquired the free-standing building located on 1.7 acres at 15497 Dupont St. in Chino for \$2.04 million. **Migliori** represented **The Bunker Family Trust**, the seller. **Kent Stalwick** of **Insignia/ESG** represented the buyers... **Lewis Investment Company, LLC**, a member of the Upland-based **Lewis** group of companies, recently closed escrow on several transactions involving 894 residential lots throughout Southern and Northern California, according to an announcement by **Richard A. Lewis**, president. As a residential land developer, **Lewis** purchases the necessary land, entitles the property and installs improvements prior to selling the lots to builders of single family homes... **Inland Technologies, Inc.**, a leading provider of injection molded plastic tools and parts for the health-care and other industries, has expanded operations into an adjacent building on Cherry Avenue in Fontana as part of a planned major expansion of its operations. With the expansion, the company now occupies a total of 62,500 square feet in its facilities in Southern California's Inland Empire... **GAA Architects** of Irvine has been selected by the **Garrett Group** to design a two-story office building for the **Highlands II Office Complex** in the city of Temecula. Half of the 30,000-square-foot facility will house the **Garrett Group's** headquarters... **CDM Group, Inc.**, is pleased to announce that it has recently completed a 1,449-square-foot, three-year lease between **Norm Enterprises LLC**, as lessor and **Inland Urgent Care**, as lessee. **Inland Urgent Care** will be located at 36243 Inland Valley Drive, Suite 180, Wildomar. **Patti Nicholls** of **CDM Group, Inc.**, represented the lessor and lessee in this transaction... **CDM Group, Inc.** is pleased to announce that it has recently completed a 1,163-square-foot, three-year lease between **Plaza Del Rio**, as lessor and **Perspective Therapy, Inc.**, as lessee. **Perspective Therapy Inc.** is currently located at 28999 Old Town Front Street, Suite 103, Temecula. **Patti Nicholls** of **CDM Group, Inc.**, represented the lessor and lessee in this transaction... **CDM Group, Inc.**, is pleased to announce that it has recently completed a 1,075-square-foot, five-year lease between **Health Care Property Investors**, as lessor and **Procare Pharmacy**, as lessee. **Procare Pharmacy** will be located at 25405 Hancock Avenue, Suite 100, Murrieta. **Patti Nicholls** of **CDM Group, Inc.**, represented the lessor and lessee in this transaction... The sale of **Canyon Crest Hills Apartments** was announced by **Kevin Assef**, regional manager for the Ontario office of **Marcus & Millichap Real Estate Investment Brokerage Company**. The property sold for \$3,250,000. The principals were represented by **Alex Mogharebi** of **Marcus & Millichap's** Ontario office. The property is a 41-unit apartment complex located at 1005 Via Zapata, Riverside... The sale of the **Villa Adelanto** was also announced by **Kevin Assef**. The property sold for \$1,300,000. The principals were represented by **Alexander Garcia** of **Marcus & Millichap's** Ontario office. The property is a 45-unit apartment complex located at 11775 Bartlett, Adelanto... **Rock of Life Church (formerly Montclair First Baptist)** has purchased the closed 23,564-sq.-ft. **United Artist Theatre** at 4720 Central Avenue in Montclair from **Montclair Town Center LLC**. The value of the transaction was \$1,400,000. The purchase of the former theatre was made after the **Rock of Life Church** sold its 18,000-sq.-ft. building on 4.6 acres at 5150 Palo Verde in Montclair earlier this year to **Metro Honda** for \$1,525,000. **Bill Lowder** and **Dawn Lowder** of **NAI Capital Commercial** represented **Rock of Life Church** in both transactions for a total consideration in excess of \$2,625,000... **Hoffinger Industries**, represented by **Teresia Knight** of **NAI Capital Commercial**, has leased a 79,081-sq.-ft. industrial building at 11061 Jersey Boulevard to **Rafco Products Brickform**. The value of the six-year lease is \$1,662,264. **Rafco Products Brickform** will be relocating within Rancho Cucamonga into a free-standing industrial building that will be used for the warehousing and manufacturing of concrete tools and molds. **Rafco Products Brickform** was represented by **Pacific Realty Advisors**... **First Nations Tribal Education & Resource Center** has leased an additional 4,886 sq. ft. of office space at 2210 East Highland Avenue (stes. 111-118) from **Topdanmark CA., Inc.** The value of the five-year lease is in excess of \$473,500. **David Wick** and **Brandon Beauchemin** of **NAI Capital Commercial** represented both sides in the transaction.

## New Leaders...

continued from page 5

from financial life-support and make them earn continued membership on your team.

### 19. Leaders Strive to Make Their Organization Great

The enemy of great is good. There are so few great businesses precisely because there are so many good ones. Far too many organizations get good, hit the snooze button and stop doing the things that got them good in the first place. To make the leap from good to great you must keep changing, growing, risking and following the diligent daily disciplines that separate the merely interested from the truly committed.

### 20. Leaders Aren't Complacent

Don't rest, celebrate or reflect for too long. Complacency doesn't attack failing businesses. It's already worked its evil there. Complacency attacks successful businesses and turns them into failing ones. In fact, if you are successful, you have a bulls-eye on

your back. Complacency is coming for you.

### 21. Leaders are Humble

Despite what you might think, you're not indispensable. Get real; you're not that good and you can rest assured that life in your enterprise will go on without you. Keep this in perspective and build a team to help share the load. The best leaders balance a strong personal humility with a voracious ambition for their organization.

### One last thought, new leaders:

Leadership is not a perk and it's not about privilege. It's an awesome responsibility. You have human capital and potential in your hands and are obligated to make it grow. Betray this trust and your days as a leader are over.

*Dave Anderson is the author of No-Nonsense Leadership. He is a peak performance author, trainer and speaker and an expert on leadership and sales. For more information call 650.941.1493 or go to: www.Learn-ToLead.com.*

voice the company for his or her services?

Is the contractor free to subcontract his or her services to others?

If any answers to the above questions are "no," the employer should contact legal counsel to have the contractor's status as an independent contractor reviewed.

*Robert J. Skousen, Esq. is chief executive officer of Skousen & Skousen in Los Angeles. He is fluent in Japanese and his practice emphasizes corporate, securities and labor law. For more information about this topic, please contact Robert Skousen at rjs@skousenlaw.com.*

## Contractor Trap...

continued from page 12

viding the product or the service?

Does the contractor provide his or her own tools and materials?

Does the contractor determine the times and places to perform the contract?

Is the work to be performed by the contractor distinctly different from the work to be performed by the employees of the company?

Does the contractor have a contractor's and business license?

Does the contractor bill or in-

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## Inland Empire Business Journal

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## Corporate Fraud...

continued from page 10

sions and some deaths have continued to occur at a left turning lane in this high-speed (65 mph) area. To date, the state has not taken action recommended by authorities to widen the road and create a safer two-way left turning lane at the intersection.

Consequently, our client, suffering brain damage as a result of a rear-end accident at the intersection, has been awarded a court settlement of \$1.25 million for the state's negligence in not fixing the problem. Further, since the recent settlement, there has been at least one more crash on the scene and still no improvement in the situation.

So, it would appear the consumer movement is not being weakened by legitimate litigation to compensate the "little guy" for personal injury and loss. Rather, it's being eroded by the well-financed lobbying efforts of corporations more concerned with their own self-interests and by the inexcusable avoidance behavior of entities jeopardizing the public safety.

**Q.** In light of your activism concerning civil litigation, can you be pro-consumer without being anti-business?

**A.** Absolutely. Being pro-consumer

is being pro-business. Ultimately, we all benefit from legal settlements protecting us from unsafe products or conditions, as well as from the irresponsible and unethical actions of those given our public trust. Again, as a result of many landmark liability cases, we've seen safety become a positive selling feature in the greater marketplace and a strong incentive for increased competition and product improvement. We've also seen new laws created to help reduce and prevent injuries and deaths in the workplace, at home, and elsewhere in our environment.

By the same token, let's hope the civil litigation trailing the recent corporate scandals on Wall Street will help avert a lack of adequate investor legal protections in the future.

*Walter Clark, founder of the Walter Clark Legal Group in Palm Desert, is a practicing specialist in civil litigation and a board-certified member of the National Board of Trial Advocacy. A former Riverside County Deputy District Attorney and past president of the Desert Bar Association, Clark's active community involvement includes serving as director of the Community Blood Bank; director of the United Way of the Desert and chairman of the Democratic Foundation of the Desert.*

## At deadline...

continued from page 20

This year, more than 750 non-profit organizations and charities have been recipients of Quakes' tickets and memorabilia. Through charity events, the foundation has donated to local schools, children's homes, family shelters, various YMCA groups and the DARE Program. The 2002 fund-raising program earned more than \$27,000 for non-profit organizations. More than \$10,000 in additional funds was donated to Mt. Baldy United Way, Hope Through Housing, The Salvation Army and Quakes' pitcher Matt LaChappa's Scholarship Fund.

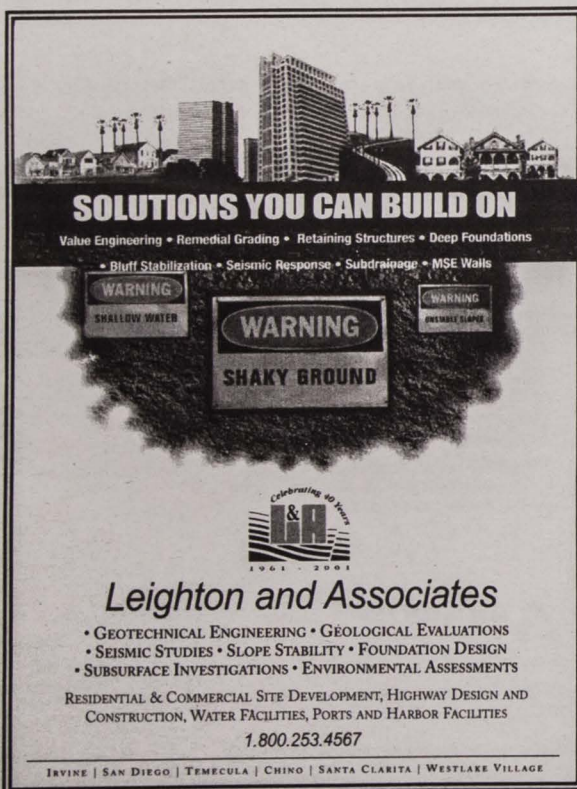
Following is a snapshot of programs benefited by the Quakes Community Foundation—new during the 2002 season: Trick-or Treat for Canned Goods, Academic All-Stars, Plate of the Week, BaseBowl Tournament, Sport Memorabilia Silent Auction Fridays, Cracked Bat Sales, and

Bibrary Kids @ Bat.

On-Going Community Support: Christmas Tour Holiday Cheer, Angels Days at the Epicenter, Hot Stove Banquet, Mascots Swinging Around Town, Players Hitting the Community, Speakers Bureau, Career Days, Donor Awareness, Challenger Exhibition Game, BAD Camp, and Cross Promotions.

Quakes Kids Programs include: Swing For Kids, Field of Dreams, Tremblor's Kids Club, Quakes Reading Challenge, Swing Into Spring, Instructional Baseball Camp, and Sports Writing Clinic.

For more information, please contact Heather Williams, director of community relations at 909-481-5000 ext. 210. Rancho Cucamonga Quakes Professional Baseball Club, 8408 Rochester Avenue Rancho Cucamonga CA 91730. Ticket Office (909) 481-5252, Fax (909) 481-5005, RC-Quakes.com. California League Affiliate of the Anaheim Angels.



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## RESTAURANT REVIEW

### Dinner at the Mission Inn's Front Door

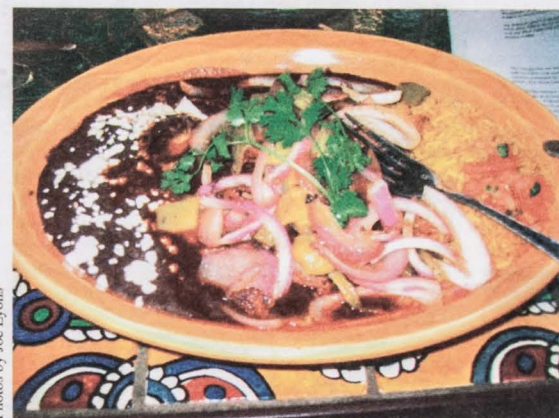
by Joe Lyons

As a child I used to enjoy sitting on the front steps with a bottle of soda and sometimes a peanut butter and jelly sandwich, watching the neighborhood go by. It is a bit different at the new Las Campanas, an al fresco delight in the front patio of the Mission Inn in Riverside.

Changes have continued at Riverside's historic site ever since Duane Roberts took it over to redevelop and reopen. To him, it is the emotional equivalent of owning a football franchise. And while there are several places to eat at the inn, Las Campanas, out by the front door, has quickly proven to be the most popular.

I must confess that I am no great fan of Mexican food. One burrito or enchilada tastes like another, espe-

Photos by Joe Lyons



Steak adobado is presented with a special flair at Las Campanas.

cially when smothered in refried beans and rice.

Things here are different...even at

the start. The three salsa dips for the chips have remarkably specific tastes. Even the margaritas are special. Very special. Not just Cadillacs here, made with Grand Marnier, these are called

### CASA COYOTES' GRILL AND CANTINA

by Jessica Miller

For a "howling good time," along with New Mexico and South Western style decor, visit the Casa Coyotes' Grill and Cantina, located in Lake Arrowhead Village, 2820 Hwy. 189, right on Arrowhead Lake.

Casa Coyote is owned and operated by the Davis family, which consists of husband, Ron, wife, Victoria, and sons: Justin, Paul, Eric, Daniel and Ronnie, and also includes a silent partner, Michael Lamper. The family works very hard together to make a success of their business.

Victoria's business experience and restaurant expertise forms the foundation of this successful venture. This way she can also keep all her family together. Ron Davis also runs a house band called the "Hurd of Turtles." Michael Lamper plays the guitar, Ron Davis is the drummer, and son Eric plays bass. The trio makes the mountain rock-n-roll! as well as serving up the most tasty menu in town.

If you're planning a trip up the mountain, or you just live there, please don't hesitate to visit Casa Coyotes' Grill and Cantina for great food and entertainment.

The cover charge for the entertainment is \$5 on Friday and Saturday nights after 9 p.m., which helps provide security, safety, and a great atmosphere for customers. The bar serves its own special beer called Casa Coyotes' pale ale, brewed by Riverside Brewery. They also offer a variety of "well" (mixed) drinks.

Let's get on to the menu, which offers "ranch cut" Angus or t-bone steak, steak and lobster combo, lobster tails, mouth-watering BBQ ribs, tacos, and a giant tostada salad. One of the house specialties is "camerones coyotes," which features jumbo shrimps wrapped with bacon and stuffed with fresh jalapeño and cheese. Grilled halibut steak flame-broiled, tastes great. One of the "West Coast Favorites" offered is the "Baja taco dinner," with four Baja carne asada tacos that make your mouth water; it includes rice and beans, soup or salad and tortillas.

Don't forget to save room for the desserts: fried ice cream, homemade flan, apple stuffed mini-chimis, and awesome homemade cheesecake. For reservations, call (909) 337-1171. Lunch and dinner are offered from 11 a.m. to 10 p.m. on weekdays, and brunch begins at 9 a.m. on weekends.

viche, little quesadillas, flautas and sopas.

Our main courses were the chicken enchilada and the steak adobado, both of which were made better by better rice and better beans.

The chimichanga is what it is supposed to be—big, with chunks of filet mignon, potatoes and melted cheese.

You also have a choice of chile verde, carnitas, snapper Veracruzana and chicken vallarta. Don't sample them all like we did. Choose one and expect to be fed, well.

As for drinks, Las Campanas is one of the few places I have found that is correctly sensitive to the varieties of tequila. There are five different grades—from silver to añejo and shots can run from cheap to pretty dog-gone pricey. There is also a great variety of specialty drinks and wines, both foreign and domestic.

Las Campanas is peaceful, well-



Tables are set in a restful, tropical garden atmosphere at Las Campanas in Riverside.

Millionaire Margaritas and they are made double-size with 150-year-old Cent Cinquenaire Grand Marnier.

Around me was music, not the overbearing sound of a CD that some young waiter has cranked up, but pleasant sounds that add to the atmosphere of the patio. We began with a chef's tasting platter, which I find is usually more fun than just picking one appetizer and hoping you got lucky. Still, the individual starters are impressive: garden gaspacho, ce-

run and the sort of place I would love to sit and just watch the neighborhood go by. To bad they don't serve soda pop in bottles with peanut butter sandwiches.

Las Campanas is located at the front of the Historic Mission Inn in Riverside.

Reservations are not accepted—first come, first served.



# STATLER'S BEST BETS

Statler's Best Entertainment Bets — S. Earl Statler is the Inland Empire Business Journal entertainment critic and reporter and has been the entertainment editor of the "Inland Empire TV News" for the last five years. He has reported the Inland Empire entertainment scene for more than 30 years and is also an accomplished stage and TV actor, as well as an internationally-known magician and mentalist. Check out his entertainment Website at [www.StatlerTV.com](http://www.StatlerTV.com) or [www.traveltrends.ws](http://www.traveltrends.ws).



## California Theatre's New 2002/2003 Musical and Play Seasons

by S. Earl Statler

If you don't like driving to Los Angeles to get a taste of Broadway quality theatre, your thespian tastes can now be had in the Inland Empire.



"Miss Saigon" will open in San Bernardino in the spring of 2003, as part of California Theatre's new 2002/2003 musical and play seasons.

Theatrical Arts International, a consortium of local young entrepreneurs, will be bringing to The California Theatre of Performing Arts in San Bernardino their fifth theatre season: "Amadeus," Nov. 20-24; a special dance presentation, "Burn the Floor," Nov. 26 and 27; "Saturday Night Fever," Feb. 12-16, 2003; "Miss Saigon," May 21-25, 2003, and "American Hot Wax," June 11-15, 2003.

"Amadeus" is the winner of eight Academy Awards and the Tony Award for best play. It is the stage version of Peter Schaffer's London and Broadway hit centered on Wolfgang Amadeus Mozart's life and music. "Amadeus" is a look at Salieri and the insane jealousy he held for a little boy, music consumed Salieri's soul.

He wanted nothing more than to be a legacy in the musical world. Mozart's musical masterpieces tortured Salieri's own shortcomings. Eventually, it would be the passion that these two shared that would bring the downfall of each.

"Saturday Night Fever" — The Broadway musical is the smash hit inspired by the phenomenally successful 1977 film and featuring songs from the legendary film soundtrack by the Bee Gees. "Saturday Night Fever," adapted for stage by Nan Knighton (Tony nomination for "The Scarlet Pimpernel"), tells the street-wise New York City story of an ambitious, talented Brooklyn kid with a burning desire to make it big in Manhattan. It's filled with an unprecedented top-10 hit songs that helped launch the 1970's disco-dance craze, including:

"Stayin' Alive," "Night Fever," "How Deep Is Your Love?," "You Should Be Dancing," "If I Can't Have You," and "Jive Talkin'."

"Burn the Floor" is a dance show featuring championship dance couples from 15 different countries. "Burn the Floor" is a culture clash between the elegant sophistication of ballroom dancing and sweaty sensuality of rock and roll. In two hours, the show explores beyond ballroom and Latin dance styles — including: rumba, samba, cha cha, waltz, jive, jitterbug, swing, mambo, salsa, tango and quickstep.

The traditional pivots, voltas, swirls and sways of ballroom dancing have been pulled apart and stitched back together by the "Burn

the Floor" troupe, with sexy, saucy hip gyrating abandon. The sultry quality of each number is amplified to fit the mood by unique, sometimes funky, sometimes retro costumes, invigorating music and industrial strength rock concert style lighting and high-tech theatrical tricks. The show moves with such exuberant vitality, technical virtuosity and infectious rhythm that audiences find it hard to sit still.

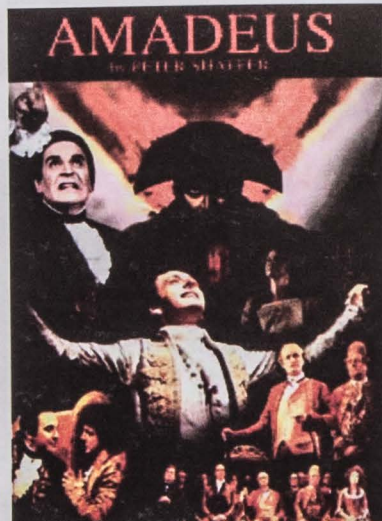
Touring since 1999, "Burn the Floor" receives standing ovations and worldwide rave reviews for phenomenal skill, energy and passion of the cast. Audiences in Australia, England, Ireland, Scotland, Finland, Sweden, Norway, Germany, Austria, Switzerland, Holland, Denmark, Monaco and the U.S.A. have all rushed to see what has become the most anticipated theatrical dance spectacular of all time.

"Miss Saigon" is from the creators of "Les Miserables," and the producer of "Phantom of the Opera," one of the world's most loved musicals to date. "Miss Saigon" will be making its premiere at the California Theatre. Decked with larger-than-life props that will leave you breathless, "Miss Saigon" promises to transport the audience to the heart-wrenching throes of the Vietnam War — 18,000 performances, eight different languages, and critically acclaimed runs on London's West End and New York's Broadway, it's now time for San Bernardino to embrace and experience this sensational spectacle.

"American Hot Wax" — Throughout the era of the 50s, in a simpler time, rock and roll created a

whole new feel to music. It was the time of crusin', leather jackets, poodle skirts, and music that would change a generation. Buddy Holly, Little Richard, Chuck Berry, Elvis, Jerry Lee Lewis, Richie Valens and the Big Bopper changed the way we listen to music for all time.

Part biography, part celebration, "American Hot Wax" is a tribute to the performances and style that made these men legends in their own time. The show features such famous songs as "Great Balls of Fire," "Jail House Rock," "Chantilly Lace," "La Bamba," "Rave On," "Tutti Frutti," and "Peggy Sue." The musical is breaking box office records throughout the country. Don't miss the musical event of the year that will have you standing on your feet and singing.



"Amadeus," the winner of eight Academy Awards and the Tony Award for best play will open Nov. 20 and run through Nov. 24.

Ticket prices — \$38.50 - \$65.00. Season tickets are now on sale. Single tickets went on sale Sept. 2. Ticket information: 909-885-5152 or on the Web at <http://www.theatricalarts.com>.

# BUSINESS TRAVEL

## Company Meetings on a Shoestring?

(Well, Not Exactly, But Here's Help)

by Leroy Gaines

If your meeting costs tend to sneak upward, a few smart moves can bring them down as much as 15 to 20 percent. The event planning industry, like most others in these money-strapped times, uses ways of balancing services with income to the benefit of both buyer and seller. Here are a few cost savers to consider.

### Location

The best buys usually come in packages, so find hotels that include breakfasts and happy hours in the price of lodging. Also a saver, are comfortable suites allowing four people to share a room rather than the usual two. This can cut your company's rooming budget in half.

### Avoid hotels at their peak seasons

In Las Vegas, peak months are February to May and September to November, where prices easily shift upward 10 to 15 percent. On special occasions such as New Year's and Mardi Gras in New Orleans, the price of a former \$79 room can edge toward \$300.

For one-to-three-day meetings, small to mid-size companies often find savings [of up to X percent] by taking their meetings to sea for three, four, or seven days! These allow for a balance of meeting-time cruising and free-time docking. Meetings at sea are also a way of getting around one of

the most contentious issues in the hotel meeting industry—attrition on rooms booked. An attrition clause in a hotel contract requires the booking organization to compensate a hotel when fewer room nights are used than contracted for in the required 90 days out.

An overbooking by even 10 rooms at \$169 room rate can cost the booking organization from \$1,690 for one night to more than \$8,000 if the contract calls for compensation over the duration of a five-day meeting. On cruise ships, these penalties do not apply. (Note—If you book hotel rooms, keep track of your group's past number of occupied rooms, or look at data on similar groups if this is a first-time venture. Also read the fine print on the contract you sign, as terms can vary.)

Non-profits can benefit from fund-raising events with a "Seminar at Sea" at one of several cruise lines that match funds raised dollar for dollar. If, say, the booking fee is \$200 per person and the non-profit charges its members \$250 with \$50 going for fund-raising, the cruise line will match that \$50 so the group receives \$100 per person.

Hosting a meeting at an all-inclusive resort can also be cost effective. For example, Cancun in Mexico offers a number of up-scale hotels that provide meeting space, meals, lodging and entertainment at a single

charge. Cancun is also an ideal location for business professionals to bring their families.

### Food & Beverage Costs

If your meeting is a political event and you're selling plates for \$1,000 to raise funds, you might be willing to budget \$50,000 to serve a sit-down dinner for 250 persons. However, sit-down meals can increase serving staff by 20 to 30 persons and, as a result, add to your costs.

For an alternative to sit-downs, consider a well-stocked buffet that's lavish with pre-meal hors d'oeuvres, has carving stations for, say, roast beef and turkey, and easy access to side dishes for repeat visits. You'll have satisfied consumers using half the number of servers at greatly reduced costs [a percent estimate?] for your company.

Finally, if you work with an outside meeting planner, be sure to provide specific details of your plans. For a quote that accurately reflects the situation, provide not only the number of total attendees, but also how many of your group you expect to attend each portion of the program. (Why pay for that second round of drinks and snacks if everyone has moved on to the next event?) If your numbers change too much, you could end up paying \$1,000 or more than you expected.

With a little bit of the watch dog strategy, you should be able to keep your costs close to, or even under, budget. Good luck!

Leroy Gaines, C.T.C., is manager of Lunar Travel in Claremont, and can be reached toll-free at 888-44LUNAR or 909-447-5479.

## Food Market...

continued from page 34

ments, phone cards, credit cards, and even offers a system known as PayStation America that allows customers to pay all their bills at the store.

The company's Fiesta Food Warehouse has netted an estimated \$200 million strictly from the San Bernardino area. The objective is to gain long-term profitability, while still having fun in the process.

In order to do so, it plans on working on a tighter margin and offering excellent values, to provide superior pricing for its customers.

Bequer comments, "We are pleased to be part of the Inland Empire. Our business has shown to be quite lucrative. We hope to continue to serve the neighborhood with what they need."

With such a caring and economically sound approach, it should be expected that more stores will be opening throughout the Inland Empire.

Locations, locally: Fontana — 16950 Foothill Blvd., Rialto — 515 S. Riverside Dr., and San Bernardino — 1578 W. Baseline Rd. and 570 S. Mount Vernon Ave. More information can be found at <http://www.fiestawarehouse.com> or [www.fiestamexicanamarket.com](http://www.fiestamexicanamarket.com).

## MANNERINO LAW OFFICES



"Laws were made to be broken"  
Christopher North, May, 1830

"Had laws not been, we never had been blam 'd; for not to know we sinn 'd is innocence"

Sir William Davenant  
1606-1668

9333 BASELINE ROAD, SUITE 110 RANCHO CUCAMONGA CA 91730  
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## WINE REVIEW

## GAMAY CONFUSION

In a few hundred words, I'm going to clarify one of wine's most confusing situations. It all has to do with two words, "Gamay" and "Beaujolais," which sometimes appear together, but not always.

"Beaujolais" is a subregion of Burgundy in France where pleasant, mostly red, wines are made from a grape known as the Gamay noir au jus blanc, which also has the synonym of Gamay Beaujolais.

For at least a half century, California wineries have produced and sold a wine called Gamay Beaujolais, and consumers have come to expect a certain style when purchasing wines so named.

A chap named Paul Masson is credited with bringing the grape to California, along with other Burgundian varieties and clones, and being the first to make wine from it.

Now here's where it starts to get sticky. About 10 years ago,

wine historian Leon Adams tipped me off that several grapes grown in California had been misidentified by the experts at U.C. Davis over the years, including two different grapes being called Gamay Beaujolais and Napa Gamay (or Gamay Noir) respectively.

I did a bit of investigating and confirmed the truth of the information, and further that U.C. Davis had known all this for at least a decade before the word got out. When I inquired why the university hadn't imported the true Gamay noir au jus blanc for propagation with all that time to do it in, a spokesman told me, "We didn't want to further confuse an already confused marketplace." In my naive, I always thought academia should be concerned with truth and science, not the effects on commerce, and said so at the time.

The sad truth is that after the passage of another 10 years, we

still don't have the authentic Gamay of Beaujolais, except for a few experimental plots of vines brought in from Canada and Oregon. California might make the greatest Beaujolais in the world, but we'll never know until we have the grape.

## FRENCH PETITION

You may have seen something in news reports about a couple of French trade organizations petitioning the Bureau of Alcohol, To-

bacco and Firearms to prohibit the use of the name Gamay Beaujolais by American producers, because the wine neither comes from Beaujolais in France, nor are either of the grapes from which the American wine is made known as Gamay Beaujolais.

Sounds like the French have a pretty good argument, but not really. First off, they're about a half century too late. The term has been

*continued on page 52*



## Wine Selection &amp; Best Rated

by Bill Anthony

## KENDALL JACKSON

2000 Meritage White	\$13.00
California Grand Reserve	
1998 Merlot	\$28.00
California Grand Reserve	
1998 Merlot	\$38.00
Sonoma County, California	
Great Estates	
2000 Riesling California	\$10.00
Vintner's Reserve	

## BAILEYANA WINERY

2000 Sauvignon Blanc	\$13.00
Edna Valley, California	
1999 Syrah	\$18.00
Paso Robles, California	
1999 Syrah	\$38.00
Firepeak Vineyard, Edna Valley, California	
1999 Pinot Noir	\$23.00
Edna Valley, California	

## DRY CREEK VINEYARD

2000 Fume Blanc	\$18.00
California, Estate Bottled	
1998 Cabernet Sauvignon	\$35.00

## California Reserve

1999 Meritage Red	\$28.00
California	
2000 Sauvignon Blanc	\$20.00
California, Soleil, Late Harvest	
1999 Zinfandel	\$21.00
Sonoma County, California, Old Vines	
1999 Zinfandel	\$13.00
California, Late Harvest	

## BEAULIEU VINEYARD

1998 Cabernet Sauvignon	\$99.00
Napa Valley, California, Georges de Latour Private Reserve	
2000 Zinfandel	\$14.00
Napa Valley, California	
1999 Cabernet Sauvignon	\$17.00
Napa Valley, California	
1999 Pinot Gris	\$17.00
California Winemaker's Collection	
2000 Pinot Noir	\$18.00
Cameros, California	
1999 Sangiovese	\$18.00
North Coast, California Signet Collection	

## MANAGER'S BOOKSHELF

"The Secrets of Power Politicking," by Howard Jackson; Universal Publishers/uPUBLISH.com, Parkland, Florida; 2000; 118 pages; \$19.95.

Brevity has its advantages. Many of humanity's greatest innovative advances can be expressed simply, plainly and briefly. Too bad this doesn't include the process behind innovative thinking, which is often lengthy, complex, and hard to understand.

Of course, you don't have to be innovative when writing a book. Any author is free to pick and choose among long-established ideas defined, developed and refined by others and put them forward as a sort of primer on any subject. No one thinks less of the author for doing this, except bored readers who read the thoughts years ago as developed by the original innovators. After you've read the same advice dozens of times before, you begin to wish for a longer book breaking fresh ground instead of an extensive monograph that re-plows long familiar acreage.

The motivational ground that author Howard Jackson plows has been tilled so often that most of us have forgotten it was originally farmed by the ancient Greeks, Romans, Israelites and Egyptians. The grandfather of all modern personal development advocates, Dr. Norman Vincent Peale, never failed to credit these early original thinkers.

On the other hand, modern personal development coaches (including Jackson) inevitably give much of the credit to 20th Century gurus such as Earl Nightingale, Zig Ziglar, Harvey Mackay and Denis Waitley.

Strangely enough, Nightingale and Ziglar freely admit there's nothing new about their advice, but claim only that they are modern advocates of personal achievement. Some of the good things about Jackson's book include fairly concise statements of fundamental personal development techniques. Here's one example:

"You will be known as a frog or a prince/princess the moment you open your mouth and speak the first word. The first words you speak can create a lasting impression. Do whatever it takes to develop the quality of your voice and the words that come out of your mouth. Sometimes the less said can be better than more said."

Three ideas in four sentences aren't bad.

On the other side of the coin are sentences and entire paragraphs set within italics and quotation marks that aren't attributed to anyone. These certainly sound familiar, but the entire book frequently sounds familiar. Here's an example of the problem:

"Power politics can be defined as, 'The ability to have that charismatic personality, be able to influence people and get something done when it absolutely has to get done, while being an outstanding role model without compromising moral or ethical values.' This book will illustrate how to develop these skills."

The real issue in Jackson's book (and others like it) isn't developing charismatic skills and putting them to

work. The heart of the matter is an enigma: how do you learn to fill your needs by recognizing and filling the needs of others without becoming self-absorbed?

There is so much to learn that focusing on improving yourself, to the exclusion of nearly all else, becomes a key hazard of power politicking. During the recent corporate scandals, some of the leading exemplars of power politicking in the business world confused the care and custody of others' wealth with their own.

This darker side of self-improvement can lead to unbridled greed and self-aggrandizement. Even though Jackson mentions moral and ethical considerations more than once, current headlines demand a real discussion of ethics...instead of lip service.

Of the book's total 118 pages, only some 83 contain any guidance on learning the so-called "Secrets of Power Politicking." The remainder are blank pages for what the author calls "Notes," a four-page index, and a table of contents. There's nothing wrong with being concise in presenting the ideas of others as well as your own, but \$19.95 is a bit too much for second-hand brevity.

There's good information in "The Secrets of Power Politicking," but there's nothing new and much that is better presented elsewhere.

The book is very much like getting a full-course, home-cooked meal. It's not bad, but more filling ideas are available elsewhere.

— Henry Holtzman

## Best-selling Business Books

Here are the current top 10 best-selling books for business. The list is compiled based on information received from retail bookstores throughout the U.S.A.

1. **"Good to Great,"** by Jim Collins (Harper Collins...\$27.50) (1)\* Climbing the steps from being good to being great.
2. **"Conquer the Crash: You Can Survive and Prosper in a Deflationary Depression,"** by Robert Prechter (John Wiley & Sons...\$27.00) (4) Tips for pulling out of the economy's nose dive.
3. **"Who Moved My Cheese?"** by Spencer Johnson (Putnam...\$19.95)\*\*\* (2)\* A way to deal with change at work and away from it.
4. **"Rich Dad, Poor Dad: What the Rich Teach Their Kids About Money That the Poor and Middle Class Do Not,"** by Robert T. Kiyosaki and Sharon L. Lechter (Warner Books...\$15.95)\*\*\* (3) It takes know-how about using money to become rich.
5. **"Execution: The Discipline of Getting Things Done,"** by Larry Bossidy & Ran Char (Crown Publishing...\$27.50) (5) Why executing a plan well is the true core of every business.
6. **"How Companies Lie: Why Enron Is Just the Tip of the Iceberg,"** by Larry Elliott (Random House...\$18.95) (8) How to recognize the spin some companies put on the facts.
7. **"Love Is the Killer App: How to Win Business and Influence Friends,"** by Tim Sanders & Gene Stone (Crown Publishing...\$21.00) (6) Why and how nice guys finish first, not last.
8. **"Nickel and Dimed: On (Not) Getting By in America,"** by Barbara Ehrenreich (Henry Holt & Company...\$13.00) (10) The dark side of \$7.00 an hour jobs. How men and women can do better together in the workplace.
9. **"The Agenda,"** by Michael Hammer (Crown Publishing...\$27.50) (7) What all business must do to survive the current decade.
10. **"Character Counts,"** by John Bogle (McGraw-Hill...\$24.95) (9) Founder of Vanguard tells why principles matter in business. How men and women can do better together in the workplace.

\* (1)-ñ Indicates a book's previous position on the list.

\*\* — Indicates a book's first appearance on the list.

\*\*\* — Indicates a book previously on the list is back on it.

Personalized Wine Labels By

## GALLEANO WINERY

One of the gifts that many people enjoy is a nice bottle wine. After it is gone however, they seem to forget who gave it to them. We at Galleano will help you take that special gift one step further and turn that bottle into something unique. This is accomplished by adding a personalized label that can be displayed even after the wine is long gone. Then you too can turn your gift into something they will always remember.



Labels are just \$12.50 per case plus the price of the Wine!



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We can custom design a  
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## INVESTMENTS &amp; FINANCE

## INLAND EMPIRE BUSINESS JOURNAL / DUFF &amp; PHELPS, LLC STOCK SHEET

THE GAINERS  
Top five, by percentage

Company	Current Close	Beg. of Month	Point Change	% Change
Fleetwood Enterprises Inc.	5.600	4.850	0.750	15.5
HOT Topic Inc.	18.950	17.400	1.550	8.9
Watson Pharmaceuticals Inc.	24.800	23.320	1.480	6.3
Life Financial Corp.	6.370	6.000	0.370	6.2
Foothill Independent Bancorp (H)	20.050	19.000	1.050	5.5

THE LOSERS  
Top five, by percentage

Company	Current Close	Beg. of Month	Point Change	% Change
PFF Bancorp Inc. (L)	26.950	32.250	-5.300	-16.4
National RV Holdings Inc. (L)	8.180	8.700	-0.520	-6.0
CVB Financial Corp.	21.580	21.919	-0.339	-1.5
Modtech Holdings Inc.	10.200	10.250	-0.050	-0.5
Channell Commercial Corp. (L)	3.050	3.050	0.000	0.0

Name	Ticker	9/23/02 Close Price	8/30/02 Open Price	% Chg. Month	52 Week High	52 Week Low	Current P/E Ratio	Exchange
American States Water Co.	AWR	25.300	24.000	5.4	29.01	20.25	18.0	NYSE
Business Bancorp	BZBC	14.500	14.350	1.0	16.45	10.24	11.5	NASDAQ
Channell Commercial Corp. (L)	CHNL	3.050	3.050	0.0	8.60	2.20	61.0	NASDAQ
CVB Financial Corp.	CVBF	21.580	21.919	-1.5	24.38	13.99	17.6	NASDAQ
Fleetwood Enterprises Inc.	FLE	5.600	4.850	15.5	13.40	2.37	NM	NYSE
Foothill Independent Bancorp (H)	FOOT	20.050	19.000	5.5	20.55	11.72	15.8	NASDAQ
HOT Topic Inc.	HOTT	18.950	17.400	8.9	28.20	14.34	21.5	NASDAQ
Keystone Automotive Inds. Inc.	KEYS	14.820	14.660	1.1	22.25	11.00	18.1	NASDAQ
Life Financial Corp.	PPBI	6.370	6.000	6.2	7.10	0.80	NM	AMEX
Modtech Holdings Inc.	MODT	10.200	10.250	-0.5	12.90	6.80	13.8	NASDAQ
National RV Holdings Inc. (L)	NVH	8.180	8.700	-6.0	14.10	7.80	NM	NYSE
PFF Bancorp Inc. (L)	PFB	26.950	32.250	-16.4	38.50	22.50	9.8	NYSE
Provident Financial Holdings (H)	PROV	24.140	23.250	3.8	25.30	14.20	-14.3	NASDAQ
Watson Pharmaceuticals Inc.	WPI	24.800	23.320	6.3	58.18	17.95	16.9	NYSE
Pacer Technology	PTCH	4.04	4.93	-18.1	5.99	2.99	10.10	NASDAQ

Notes: (H)-Stock hit 52-week high during the month, (L)-Stock hit 52-week low during the month, (S)-Stock split during the month, NM - Not Meaningful

## Five Most Active Stocks

Stock	Month Volume
HOT Topic Inc.	13,209,262
Fleetwood Enterprises Inc.	10,376,900
Watson Pharmaceuticals Inc.	9,507,600
Keystone Automotive Inds. Inc.	561,197
PFF Bancorp Inc.	526,100
D&P/IEB Total Volume Month	36,671,456

## Monthly Summary 9/23/02

Advances	10
Declines	4
Unchanged	0
New Highs	3
New Lows	1

## Duff &amp; Phelps, LLC

One of the nation's leading investment banking and financial advisory organizations. All stock data on this page is provided by Duff & Phelps, LLC from sources deemed reliable. No recommendation is intended or implied. (310) 284-8008.

## CVB Financial Corp. Announces 52nd Consecutive Cash Dividend

CVB Financial Corp. (NASDAQ:CVBF) has announced a \$0.14 per share dividend for the third quarter of 2002. The dividend was approved at the regularly scheduled board of directors meeting on Sept. 18, 2002. It will be payable on Oct. 17, 2002, to shareholders of record as of Oct. 2, 2002.

"This is our 52nd consecutive quarterly cash dividend. It reflects the continued superior performance of CVB Financial Corp.," stated D. Linn Wiley, president and chief executive officer of CVB Financial Corp. and Citizens Business Bank. "We are pleased to be able to provide our shareholders with this cash return on their in-

vestment."

CVB Financial Corp., with \$2.8 billion in assets, operates Citizens Business Bank, the largest bank headquartered in the Southern California Inland Empire region. The bank's wealth management group, based in Pasadena, has nearly \$1 billion in assets under administration.

The company recently completed the acquisition of Western Security Bank and the acquisition of Golden West Financial Services. Western Security Bank was a single unit bank located in the Toluca Lake area of Burbank. They had \$149.2 million in total assets, \$138.6 million in deposits and \$95.4 million in loans at the time the

transaction was completed on June 28, 2002. Golden West Financial is a specialty finance company which provides auto leasing, equipment leasing, and real estate loan brokerage services.

Citizens Business Bank specializes in serving business and professional clientele through 32 business financial centers in 25 cities in the Inland Empire, Los Angeles County, Orange County, and the Central Valley areas of California.

Shares of CVB Financial Corp. common stock are listed on the NASDAQ under the ticker symbol of CVBF. For more information, visit [www.cbbank.com](http://www.cbbank.com).

## AIDS Project...

continued from page 25

in which two members of an older generation will sit side-by-side with two members of a younger generation. The ads are being created to motivate the younger generation to arm themselves with information and prevention tools. In return, the ads will feature messages from the younger generation on what they will do to help stop this devastating disease from becoming a part of their own future.

"I am very proud of Desert AIDS Project's Generation to Generation campaign," says Executive Director John Brown. "We are going to use real people from our community to encourage responsible behavior and to protect each other from HIV infection."

Anyone is invited to model for this campaign. Desert AIDS Project is in need of people who will be photographed for the ads and who will

discuss their feelings on HIV/AIDS. Schools are encouraged to inspire students as well, by offering extra credit for participation in this community service opportunity.

To participate as a model in this campaign, please call Kimberly Nichols at 760-323-2118, extension 221. The campaign will launch in time for World AIDS Day on Dec. 1, 2002.

Desert AIDS Project is the organization in our community where people living with HIV and AIDS can receive comprehensive services to help manage HIV disease. D.A.P. offers primary medical care through its HIV Health Center (clinic). The project provides widespread education and prevention services for schools, civic organizations, businesses, churches and health organizations throughout the communities it serves. Anonymous HIV testing is also provided at two locations.

For more information, call (760) 323-2118.

## Coming Soon

## Sneak Preview

## Coming in the November Issue

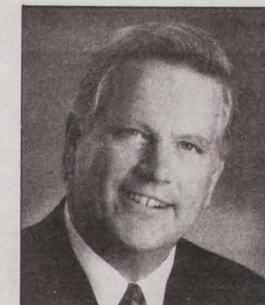
EDITORIAL FOCUS  
RETAIL SALES, INDUSTRIAL REAL ESTATE,  
COMMERCIAL R.E./OFFICE PARKS  
EDUCATIONAL SERVICE DIRECTORY

SUPPLEMENTS  
HUMAN RESOURCES GUIDE  
EXECUTIVE GIFTS

THE LISTS for NOVEMBER  
COMMERCIAL R.E. DEVELOPMENT PROJECTS,  
COMMERCIAL R.E. BROKERS, FASTEST GROWING  
COMPANIES, MORTGAGE COMPANIES  
PROPERTY MANAGEMENT FIRMS

## John J. Kalinski

General Manager, Renaissance Esmeralda Resort & Spa, Indian Wells



John J. Kalinski

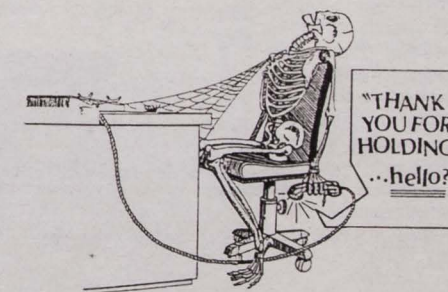
John J. Kalinski has been named general manager of the Renaissance Esmeralda Resort & Spa in Indian Wells, the most pristine and luxurious spa, golf and tennis resort in one of the country's most affluent communities. In his new position, Kalinski will oversee the resort's major renovation and expansion efforts taking place in 2002, which include the creation of a new world-class spa and state-of-the-art Emerald Ballroom as well as redesigned luxury accommodations.

"Our resort-wide enhancements add a new chapter to the legend of Esmeralda," explains Kalinski. "We are now even more competitive with the addition of our luxurious Spa Esmeralda that opened in May of this year and the complete renovation of our 560 guest rooms set to be complete by the end of the year. By adding a 40,000-square-foot, state-of-the-art meeting facility, we are able to pursue new business and increase occupancies."

Mr. Kalinski brings to the resort years of experience in the travel and

tourism industry including his last position as vice president, sales and marketing of Renaissance Hotels, Resorts and Suites where he was in charge of all sales and marketing for the properties in North America.

Under the direction of Kalinski, the Renaissance Esmeralda will continue to cater to both convention groups and leisure travelers. The resort also offers some of the finest recreational facilities in the Coachella Valley. Kalinski has developed innovative programs aimed at attracting families, meeting planners and independent travelers in search of luxury vacations.



Your company may not leave callers 'on-hold' this long..... But any time 'on-hold' can seem like an eternity, unless you provide them with valuable information that can help them make informed decisions about doing business with your company.

Little Bear Enterprises

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Contact Teddy  
"Helping people create a better future"



## IEEPF...

continued from page 37

asset-mapping project to further inventory positive resources in this region.

The CRI's next objective is to engage government and community groups in order to address these complex and interrelated regional challenges. Its strategy is to delve deeply into the root issues causing chronic and systemic problems in the Inland Empire region, emerge with outcome-focused action plans, and develop strategies where collaborative programs, services and access to information can be used as a primary mechanism to achieve change. This effort is accomplished by utilizing regional stakeholders to carry out strategies using local community-based organizations, their memberships and constituencies.

## Music...

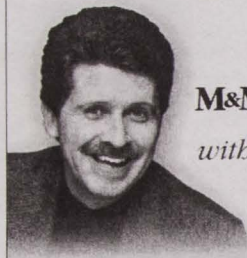
continued from page 30

children ages eight-18.

The non-profit (501-C3) Community Concert Association of the Inland Empire has brought a variety of wonderful cultural events to the Inland Empire for nearly half a century, and at an amazingly low price. The organization is made possible by the efforts of a dedicated group of volunteers. There are no paid positions at CCA.

This season especially, CCA needs more financial support from the community that is graced with such high quality entertainment year-after-year. For information on becoming a sponsor, you may choose from many different levels, or to advertise in the programs which are handed out at every concert—more than 4,000 programs last year, or for more information, call Bob Curtis at (909) 989-4465 or Ed Accomazzo at (909) 981-5793.

## KRLA...SmartTalk



M&amp;M in the Morning 6 am to 9 am

with Mark Larson Larry Marino

The Larry Marino Show

12 noon to 1 pm and 3 pm to 4 pm

The Inland Empire's only daily live issue talk show. Great guests! Great topics! Listen to the radio show that listens to you and find out what is really going on in the Inland Empire!



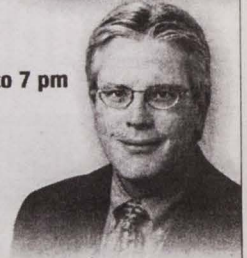
The Dennis Prager Show

9 am to 12 noon and 7 pm to 8 pm

The Michael Medved Show

1 pm to 3 pm

The Hugh Hewitt Show 4 pm to 7 pm



The Mike Gallagher Show 8 pm to 9 pm

smarttalk590KRLA.com

SmartTalk

590 am

## BUSINESS INFORMATION RESOURCES

## WEB SITES

Aviastar Communications, Inc. ....www.aviastar.net  
 Agricultural Export Program (AEP), Calif. Dept. of Food and Agriculture ....www.atinet.org/aep  
 Best Bets of Things to do.com .....searlstadler.com  
 Business Bank of California .....www.businessbank.com  
 California State Government Home Page .....www.ca.gov  
 Center for International Trade Development .....www.resources4u.com/citd/  
 City Business Guide CITIVU Rancho Cucamonga .....www.citivu.com  
 Columbia Chino Valley Medical Center .....www.cvmc.com  
 First Federal Savings of San Gabriel Valley .....www.firstfederalsavings.com  
 PFF Bank & Trust .....www.pffbank.com

L.E. Small Business Dev. Ctr .....www.iesbdc.org  
 Marriage & Family Therapist .....www.claremontcounseling.com  
 Small Business Developm. Center .....www.iesbdc.org  
 U.S. President .....www.whitehouse.gov

## E-MAIL ADDRESSES

Bill Leonard .....senator.leonard@sen.ca.gov  
 California Center for Health Improvement .....cchmail@aol.com  
 Inland Empire International Business Association .....icibatrade@aol.com  
 U.S. Government Printing Office, GPO Access .....gpoaccess@gpo.gov  
 U.S. President .....president@whitehouse.gov

## NEW BUSINESS

BARTON & SONS CONSTRUCTION INC., 31438 CARSON ST., LUCERNE VALLEY, CA 92356-8460

REDLANDS FAMILY DENTISTRY, 503 BROOKSIDE AVE., FREDERICK HOOVER DDS, REDLANDS, CA 92373-4611

ADVANTAGE AUTO COLLISION, 32220 OUTER HWY. 10, JONATHAN REA, REDLANDS, CA 92373-7527

LIDO RESIDENCE, 120 LIDO ST., JEREMIAS CALINISAN, REDLANDS, CA 92374-4154

DUANE DEWEES BETTER HOMES & GARDENS REAL, 627 E. CYPRESS AVE., APT. 6, DUANE DEWEES, REDLANDS, CA 92374-5341

TNR SURVEILLANCE, 225 E. VIRGINIA ST., KELVIN TURNER, RIALTO, CA 92376-3522

T AND T, 1332 W. FOOTHILL BLVD., THOMAS WATTS, RIALTO, CA 92376-4625

EXCEED SYSTEMS OF RIALTO, INC., 755 E. FOOTHILL BLVD., MONT WEST, RIALTO, CA 92376-5205

BLUESTAR PROPERTIES, 12176 INDUSTRIAL BLVD., #1, BENTON LAMSON, VICTORVILLE, CA 92392-5879

NJ YUCAIPA FLORIST, 34664 COUNTY LINE RD., STE. 18, NANCY YEOMAN, YUCAIPA, CA 92399-5386

PREFERRED SURGEONS OF SAN BERNARDINO, 399 E. HIGHLAND AVE., STE. 329, JOSEPH VANDERLINDEN MD., SAN BERNARDINO, CA 92404-3861

UNICKEL & ASSOCIATES INSURANCE AGENCY, 1550 N. D ST. STE. B, SAN BERNARDINO, CA 92405-4720

ENGINEERING DESIGN INTERNATIONAL INC., 5280 LITTLE MOUNTAIN DR. APT. C12, SAN BERNARDINO, CA 92407-4910

METROPOLITAN COMMUNITY PROTECTIVE SERVICES, 392 S. ARROWHEAD AVE., STE. B2, SHAWN WARNER, SAN BERNARDINO, CA 92408-1330

W W G, INC., 435 ORANGE SHOW LN., STE. 107, WAGGONER WALKER, SAN BERNARDINO, CA 92408-2016

J & M TRANSPORT, 2505 FOOTHILL BLVD., SPC 159, MARCELINO LOPEZ, SAN BERNARDINO, CA 92410-1378

ZZXTREME, 2530 ATCHISON ST., WILLIAROCK, SAN BERNARDINO, CA 92410-1912

STERLING MARKET, 7576 STERLING AVE., STE. B, CHRISTINE MASSIS, SAN

BERNARDINO, CA 92410-4202

BASELINE ANIMAL HOSPITAL, 9350A BASELINE RD., AVC & ASSOCIATES INC., ALTA LOMA, CA 91701-5821

TRI W DEVELOPMENT & PROPERTIES, 2822 WHISPERING OAK CT., TOKI CHINO HILLS, CA 91709-5922

DAVES GARAGE, 4582 ELM ST., RON, SCHARTAU, CHINO, CA 91710-1606

RAMOS MARKET, 4122 PHILADELPHIA ST., CHONG CHON, CHINO, CA 91710-2170

ANIMAL HOSPITAL OF RANCHO CUCAMONGA, 9488 FOOTHILL BLVD., AVC & ASSOCIATES INC., RANCHO CUCAMONGA, CA 91730-3545

DIAZ AND SONS TRUCKING, 2884 TUMBLEWEED ST., LOURDES DIAZ, ONTARIO, CA 91761-5106

GOLD MEDAL COLLECTIONS, 2657 S. DESERT FOREST AVE., GM COLLECTIBLES INC., ONTARIO, CA 91761-7411

SENSELESS MOTORSPORTS, 2800 E. RIVERSIDE DR., APT. 189, DAVID HUGHES, ONTARIO, CA 91761-7479

NET & ASSOCIATES, 1222 MEADOW CT., NATHANIEL THOMAS, UPLAND, CA 91784-7304

D N K BODY WORKS, 61877 29 PALMS HWY., DANIEL ALLISON, JOSHUA TREE, CA 92252-2376

YUCCA VALLEY LIQUOR, 55958 29 PALMS HWY., NAZIH ABDEL JABER, YUCCA VALLEY, CA 92284-2553

ANTHONY'S DENTAL LAB, 11480 LA JOLLA CT., ANATOLY BUBLIK, ADELANTO, CA 92301-4242

STATIC ENTERTAINMENT, 20953 SIOUX RD., STE. 4, BEN KNIGHT, APPLE VALLEY, CA 92308-6966

FLASH'S CARPET DRY CLEANING, 11051 SPRUCE AVE., EDWIN CONWAY, BLOOMINGTON, CA 92316-3223

THYMES & THYMES LEGAL & PRO SVC., 2851 S. LA CADENA DR., SPC 171A, CARL THYMES, COLTON, CA 92324-3808

DAVID JAIME TRUCKING, 2316 VOLTA CT., DAVID JAIME, COLTON, CA 92324-6836

FONTANA VALLEY AUTO BODY, 10948 BANANA AVE., ROBERT YANES, FONTANA, CA 92337-7005

DIAMOND CLEANERS, 25655 REDLANDS BLVD., LILY-BETDICHOSO, LOMA LINDA, CA 92354-2050

JERISPLACE, 1245 CHRYSOLITE AVE., HELEN BREWSTER, MENTONE, CA 92359-1102

BEST WESTERN CAJON PASS, 8317 U.S. HIGHWAY 138, HOSPITALITY GREENS, PHELAN, CA 92371-4809

BEN'S NAILS, 1150 BROOKSIDE AVE., STE. BINLE, REDLANDS, CA 92373-6303

TELESIS TAX ACCTG & CONSULT SVC. INC., 1011 CALHOUN ST., RITA RODRIGUEZ, REDLANDS, CA 92374-3008

NEW WYNE N U RECORDS & PRODUCTIONS, 611 E. BROCKTON AVE., APT. D, NICOLE REYES, REDLANDS, CA 92374-3482

AFFORDABLE AUTOS & MARINE SPORTS, 31129 OUTER HIGHWAY 10, SOUTHEASTERN, PETERSON, YUCAIPA, CA 92399-1005

CUSTOM COACH CARDS, 677 GREENWOOD AVE., SAMUEL SCOTT, SAN BERNARDINO, CA 92407-1005

RAY'S BAIL BONDS, 179 S. WATERMAN AVE., DOUGLAS SPENCER, SAN BERNARDINO, CA 92408-1515

CALIFORNIA TIRE CONNECTION, 568 S. WATERMAN AVE., RON SANDUSKY, SAN BERNARDINO, CA 92408-2324

ALADDIN BAIL BONDS, 179 S. WATERMAN AVE., R S DOUGLASS II, SAN BERNARDINO, CA 92415-0001

AIRFLOW APPLIANCE SERVICE SOCIAL, 6747 ODESSA AVE., STE. 205, XRESHATIC INC., VAN NUYS, CA 91406-6522

WAVETEL, 8784 19TH ST., MOHAMAD, CHEHAB, ALTA LOMA, CA 91701-4608

EXCLUSIVE AUTO BROKER, 2750 AVENIDA MARGUERITE, LESTER JONES, CHINO HILLS, CA 91709-5008

SUPERIOR BROKERS IMPORTS, 7819 CENTENNIAL PL., NANCY ALVAREZ, RANCHO CUCAMONGA, CA 91730-2641

PARTY STAR AMERICA, 9843 6TH ST., STE. 102, EMILY SU, RANCHO CUCAMONGA, CA 91730-5741

FOUR SEASONS ROOFING, 11535 STONECREST DR., TIMOTHY VREDENBURG, RANCHO CUCAMONGA, CA 91730-7262

TNC FASHION CO., 444 N. MOUNTAIN AVE., MYOUNG KIONTARIO, CA 91762-2540

CORPORATE KIDS/ CYBERKID, 1308 S. HELEN AVE., FIRED UP, ONTARIO, CA 91762-5305

DE ORO COMPANIES, 1805 S. EUCLID AVE., ESPINOZA ENTERPRISES INC., ONTARIO, CA 91762-6509

MALL, 9860 CENTRAL AVE., DAVID KANG, MONTCLAIR, CA 91763-2817

CROY PAINTING AND CONSTRUCTION, 375 HERVEY AVE., JAMES, CROY JR., UPLAND, CA 91786-4225

THIS & THAT TOWING & TRANSPORT, 246 SULTANA AVE., GLENN SMITH, UPLAND, CA 91786-6735

NONSTOP, 335 S. CAMPUS AVE., SAMUEL ZUGZDA, UPLAND, CA 91786-6836

VINELAND AUTO BODY, 1500 W. MAIN ST., GABRIELA LARA, BARSTOW, CA 92311-2552

MR RAGS, 2853 LENWOOD RD., #B3, LUX CORPORATION, BARSTOW, CA 92311-9580

D & S EQUIPMENT COMPANY, 5855 BANANA AVE., DOYLE POWELL, FONTANA, CA 92335-3019

ALL RACK WAREHOUSE PRODUCTS, 9254 JUNIPER AVE., ANTONIO LOPEZ, FONTANA, CA 92335-5705

LEARNING TO LIVE, 17233 HAWTHORNE AVE., ROGER CORLEY, FONTANA, CA 92335-5827

BMK CENTRAL MEQUON, 13201 DAHLIA ST., MERCHANDISING KASCH INC., FONTANA, CA 92337-6904

THE LEARNING CENTER YUCAIPA, 41079 OAK DR., J C SQUARED, FOREST FALLS, CA 92339-9608

ZABOR, 11534 H AVE., LEONID PAVLENKO, HESPERIA, CA 92345

B & J ENTERPRISES, 11681 8TH AVE., BEENJAY ENTERPRISES, HESPERIA, CA 92345-2002

DOUG'S FORKLIFT SERVICE, 10255 5TH AVE., DOUGLAS PADWA, HESPERIA, CA 92345-2608

INTERNATIONAL HOUSE OF PANCAKES #943, 2575 HIGHLAND AVE., AMERICAN RESTAURANT CORPORATION, HIGHLAND, CA 92346-2003

JADE INN CHINESE RESTAURANT, 7259 BOULDER AVE., QUINN CHU, HIGHLAND, CA 92346-3347

MAN ABOUT THE HOUSE, 29445 LOCHINVAR RD., CLIFFORD MACON, HIGHLAND, CA 92346-3971

3RD ST. OASIS, 26998 3RD ST., NELDA ESTRADA, HIGHLAND, CA 92346-4201

SELL N SAVE REALTY, 240 N. RIVERSIDE AVE., EDUARDO CARRIZO, RIALTO, CA 92376-5924

GIT SUM CLOTHING, 617 S. IDYLLWILD AVE., MICHAEL, SCOGGINS, RIALTO, CA 92376-6822

CEDAR DISTRIBUTION, 2962 N. RIVERSIDE AVE., OGHOGHO, OGUNDAYE, RIALTO, CA 92377-3924

SPECIALTY INSTALLATION CO., 12584 FAIRWAY RD., JUSTIN BRYANT, VICTORVILLE, CA 92392

PERKY POOC, 14444 CALIFORNIA AVE., #E, WAYNE HELMS, VICTORVILLE, CA 92392-2339

THE BULLET HOLE, 15315 CHOLAME RD., #D, CRAIG BUCHANAN, VICTORVILLE, CA 92392-2445

HEAD HUG PRODUCTIONS, 14044 TOM CT., JAIME CORTEZ, VICTORVILLE, CA 92392-6331

FOXBOROUGH BURGER KING #14075, 12925 HESPERIA RD., FOXBOROUGH ENTERPRISES, VICTORVILLE, CA 92392-9701

GREAT WESTERN SECURITY SYSTEMS, INC., 12367 4TH ST., SPC 5, DREA HATH, YUCAIPA, CA 92399-4148

BISHOP'S CARPET & UPHOLSTERY CLEANING, 34861 YUCAIPA BLVD., NORMAN BISHOP, YUCAIPA, CA 92399-4231

BEATHAVEN, 13518 2ND ST., JON MCKINNEY, YUCAIPA, CA 92399-5396

WELLS DISTRIBUTING, 399 N. D ST., ROBERT WELLS, SAN BERNARDINO, CA 92401-1518

D G CONSTRUCTION, 4077 SHAHEN DR., DAVID GRIFFIN, SAN BERNARDINO, CA 92404-1521

FOSDICK'S, 3970 SIERRA WAY SUITE A, JAMES BAKER, SAN BERNARDINO, CA 92407

VITAS HEALTHCARE CORPORATION, 1845 BUSINESS CENTER DR. STE. 120, VITAS HEALTHCARE CORPORATION, SAN BERNARDINO, CA 92408-3447

DANCIN' WHEELS, 8287 BELLA VISTA DR., JANET GOLLHARDT, ALTA LOMA, CA 91701-1331

EXPRESS APPRAISALS, 9168 LA GRANDE ST., JODIE HAYNES, ALTA LOMA, CA 91701-5751

MARTINEZ PRODUCTIONS INTERNATIONAL, 7201 ARCHIBALD AVE., STE. 4172, RENÉ MARTINEZ, RANCHO CUCAMONGA, CA 91701-6403

H & J DAIRY, 6661 CHINO AVE., JOHN VANDENBRINK, CHINO, CA 91710-9047



## NEW BUSINESS

EXPRESS APPRAISALS, 9168 LA GRANDE ST., JODIE HAYNES, ALTA LOMA, CA 91701-5751

MARTINEZ PRODUCTIONS INTERNATIONAL, 7201 ARCHIBALD AVE., STE. 4172, RENE MARTINEZ, RANCHO CUCAMONGA, CA 91701-6403

H & J DAIRY, 6661 CHINO AVE., JOHN VANDENBRINK, CHINO, CA 91710-9047

ESTRADA DENTAL SUPPLIES, 8556 RED OAK AVE., HENRY ESTRADA, RANCHO CUCAMONGA, CA 91730-4822

DETECTION TUBE EVALUATION & COATING INC., 10743 EDISON CT., DETECTION TUBE EVALUATION, RANCHO CUCAMONGA, CA 91730-4844

UNITED VENDING SERVICES, 7568 WINDSONG PL., BUBPHA SITTHIDA, RANCHO CUCAMONGA, CA 91730-6684

SAND P COMPANY, 10326 ALTA LOMA DR., STEPHANIE HOYT, ALTA LOMA, CA 91737-4341

CHARACTER COLLECTIBLES, 2551 E. PHILADELPHIA ST., HOME DECORATOR DREAM CLUB, ONTARIO, CA 91761-7774

VALLE MAR CONST & DEV CO., 1420 CLAIR ST., ROBERT CAMPOS, ONTARIO, CA 91762-4712

BILL'S AUTO SERVICE, 4773 BROOKS ST., STE. F, JOHN BREW, MONTCLAIR, CA 91763-4700

VERDE WHEELS, 4651 STATE ST., TRADE UNION INTL. INC., MONTCLAIR, CA 91763-6130

THE PAPER OUTLET, 1 MILLS CIR., STE. 414, PARTY CONCEPTS INC., ONTARIO, CA 91764-5210

DMS ASSOCIATES INC., 1413 N. QUINCE WAY, DMS ASSOCIATES INC., UPLAND, CA 91786-2701

THE DOG'S GROOMING SALON, 255 E. FOOTHILL BLVD., LISA ORTEGA, UPLAND, CA 91786-3950

NEIL ENTERPRISE, 1101 E. FOOTHILL BLVD., KAMAL DHAM UPLAND, CA 91786-4049

GREEN WEST, 469 N. 3RD AVE., DONN GUERRA, UPLAND, CA 91786-4777

CONTRACT DEFENDERS, 7355 CHURCH ST., STE. F, JOHN BURDICK, YUCCA VALLEY, CA 92284-3273

YUCCA BOB'S RANCH, 2638 LONG VIEW RD., ROBERT HAYWARD, YUCCA VALLEY, CA 92284-5044

AA TRUCKING, 10775 PEMBERTON ST., ALFONSO ACEVEDO, ADELANTO, CA 92301-3870

MOONLIGHT POOL SERVICE, 14799 KIMBERLY

ST. SHIRLEY THOMAS, ADELANTO, CA 92301-3872

BAMS, 16049 TUSCOLA RD., #1A, JUDY ALLISON, APPLE VALLEY, CA 92307-1319

FUNKY PRODUCTIONS, 19664 SYMERON RD., TYRONE MARONEY, APPLE VALLEY, CA 92307-4739

THE PAPER OUTLET, 2853 LENWOOD RD., STE. E, PARTY CONCEPTS, BARSTOW, CA 92311-9579

A HOMES REALTY, 18584 VALLEY BLVD. STE. B, JORGE AGUIRRE, BLOOMINGTON, CA 92316-1837

VALLEY MASSAGE CLINIC, 17846 VALLEY BLVD., EUNCHU TAYLOR, BLOOMINGTON, CA 92316-1951

ADVANTAGE SERVICES, 831 W. VALLEY BLVD., #203, JOHN FRANCO, COLTON, CA 92324-2001

EDWIN'S TRUCKING, 1899 NORTHWESTERN CIR., EDWIN CADENA, COLTON, CA 92324-6221

PRINCIPALS CHOICE REAL ESTATE, 8642 WHEELER AVE., LOUIS POIRIER, FONTANA, CA 92335-3855

NATURE WORLD PLUS, 15522 ATHOL ST., VERONICA GUTIERREZ, FONTANA, CA 92335-4485

WEFAX4U, 15348 GATWICK LN., ANNA CALDERON, FONTANA, CA 92336-4114

MOUNTAIN HIGH BUSINESS CONNECTIONS, 11725 BELMONT RD., STEVEN INONOG, FONTANA, CA 92337

BMK CENTRAL OKLAHOMA CITY, 13201 DAHLIA ST., JACKS SERVICE CO., FONTANA, CA 91763-6904

S & S MARKET PLACE, 15555 MAIN ST., STE. B, PASHM INVEST, HESPERIA, CA 92345-3420

CALIFORNIA CURB & LANDSCAPE CO., 17881 REDDING ST., STEVEN DECKER, HESPERIA, CA 92345-7082

ZESTYZONECO, 13748 PARAMOUNT RD., INNOVATIVE COMPUTER SOLUTION, PHELAN, CA 92371-9550

DOWN UNDER, 115 E. RIALTO AVE., SCHALONDA BELL, RIALTO, CA 92376-6509

KODIAK SECURITY, 1344 N. MAPLE AVE., DANNY BREWSTER, RIALTO, CA 92376-8627

W. JAMES & CO., 18456 BOHNERT AVE., WILLIE JAMES, RIALTO, CA 92377-4180

JR. SMOKE SHOP, 1212 CALIFORNIA ST., #6A, BAKHOUHANN, YUCAIPA, CA 92399

BO BO'S PIZZERIA, 202 E 40TH ST., TODD FRYE,

SAN BERNARDINO, CA 92404-1329

ADVANCED INJURY CENTER, 1869 N. WATERMAN AVE., MICHAEL TRUDEAU, SAN BERNARDINO, CA 92404-4825

SUBWAY #1861, 500 INLAND CENTER DR., #102, MARLENE KHOBBAGHA, SAN BERNARDINO, CA 92408-1802

COWEST COMMODITIES, 1389 W. MILL ST., PARK WEST ENTERPRISES, SAN BERNARDINO, CA 92410-2215

NG FASHIONS, 756 W. 9TH ST., NELSON GRAVES, SAN BERNARDINO, CA 92410-2949

STATE WIDE INDUSTRIAL SERVICE, 32594 DURANGO CT., BRIAN PERRY, WILDOMAR, CA 92595-9262

FOREMOST PACKAGING, 6979 GALATINA PL., JOHN PAINTER, RANCHO CUCAMONGA, CA 91701-9217

PRECISION GEAR & MACHINE, 13338 MONTE VISTA AVE., NAZITAHAN, CHINO, CA 91710-5147

INLAND VALLEY DISTRIBUTING, 13971 YORBA AVE., SERVICES MAVERICK BUSINESS, CHINO, CA 91710-5521

CHINESE COMBO, 9319 FOOTHILL BLVD., STE. E, COONG CHE, RANCHO CUCAMONGA, CA 91730-3566

NOBLE FUNDING, 11030 ARROW RTE., STE. 106, RICHARD TIM, RANCHO CUCAMONGA, CA 91730-4825

THE EXECUTIVE EDGE, 11064 DE ANZA DR., ROBYN MANCELL, RANCHO CUCAMONGA, CA 91730-6890

FALSTONE'S CONSTRUCTION SERVICES CO., 6040 SAN RAFAEL CT., ROBERT LUCE, RANCHO CUCAMONGA, CA 91737-3013

HACIENDA MOBILE HOME PARK, 4361 MISSION BLVD., PHILIP FASS, MONTCLAIR, CA 91763-6053

SAMSONITE/AMERICAN TOURISTER, 1 MILLS CIR., STE. 355, STORIES SAMSONITE COMPANY, ONTARIO, CA 91764-5210

CHRIS' CAMERA WORKS, 20829 SITTING BULL RD., MANUEL CONTRERAS, APPLE VALLEY, CA 92308-6853

MATTY'S AUTO SALES, 25359 MAIN ST., MATTHEW LICKA, BARSTOW, CA 92311-9706

AZ GENERAL MAINTENANCE, 1088 SNOW RIDGE RD., DENNIS BLAIR, BIG BEAR CITY,

CA 92314-8912

TNT WEB DESIGN, 1109 W. BIG BEAR BLVD., THOMAS COLLINS, BIG BEAR CITY, CA 92314-9097

CORY SYSTEMS, 1164 MOUNT DOBLE DR., DAVID LEVERTT, BIG BEAR CITY, CA 92314-9786

DURAN'S TILE AND MARBLE, 757 W. EL MOLINO ST., DARIO DURAN, BLOOMINGTON, CA 92316-2152

DBA DAVID WALKER, CIO/CTO, 786 MANZANITA ST., DAVID WALKER, BLOOMINGTON, CA 92316-4139

DIR RECORDS LL, 1248 CANTARA ST., DIR RECORDS LL, COLTON, CA 92324-6710

AMBER FINANCIAL, GENERAL DELIVERY, RIDGE LINE SERVICES, CRESTLINE, CA 92325-9999

EMPIRE CLASSICS, 9350 BEECH AVE., ROBERT ESPINOZA, FONTANA, CA 92335-5302

TAQUERIA LA MEXICANA, 9696 FONTANA AVE., FORCETECH ENTERPRISES INC., FONTANA, CA 92335-5338

TROPICAL BREEZE CUSTOM POOLS, INC., 6737 ROYAL CREST CT., TROPICAL BREEZE CUSTOM POOLS, FONTANA, CA 92336

GPW, 14248 POPLAR ST., TRAVIS JAMES, HESPERIA, CA 92345-8226

INTERNATIONAL SELF STORAGE, 7932 LESLIE LN., DARRELL HOBLACK, HIGHLAND, CA 92346-4032

NAIL ART, 25655 REDLANDS BLVD., STE. A, CUONG NGUYEN, LOMA LINDA, CA 92354-2050

BEATUSTECHNOLOGIES, 11171 OAKWOOD DR., APT. 1106, BEATRICE MAIER, LOMA LINDA, CA 92354-4800

B J COMPANY, 50 N. MICHIGAN ST., JACK HALLAWAY, REDLANDS, CA 92373-4630

WILLIAM TOWNSEND ENTERPRISES, 345 LA PALOMA ST., WILLIAM TOWNSEND, REDLANDS, CA 92373-6013

LA MENAGERIE DESIGN, 112 ANITA CT., VICKIE ROST LL, REDLANDS, CA 92373-7146

IDESIGN, 664 E MARIPOSA DR., ELISA BETAGOPOVIC, REDLANDS, CA 92373-7354

UNICKEL & ASSOCIATES INSURANCE AGENCY, 1737 ORANGE TREE LN., SHLEIN LTD, REDLANDS, CA 92374-2857

B M ROSE SNACK PRODUCTS, 1032 W. WABASH ST., BERNARD MANUTT,

RIALTO, CA 92376-3932

DESIRE I MINISTRIES, 14592 PALMDALE RD., STE. D6171, MOMATT ENTERPRISES, VICTORVILLE, CA 92392-2754

THE LEBOWITZ GROUP, 130 S. ALAMEDA AVE., TRACY JACKSON, SAN BERNARDINO, CA 92408-1705

JOHN C HAN, DDS, INC., 424 E. HOSPITALITY LN., STE. B5, JOHN HAN DDS INC., SAN BERNARDINO, CA 92408-3567

PRECISION HOMES & DOOR CO. INC., 46024 BAUTISTA CANYON RD., PRECISION HOMES & DOOR CO. INC., HEMET, CA 92544-8509

FOOD & SUPPLIES UNLIMITED, 8780 19TH ST., #377, TSP ENTERPRISES, ALTA LOMA, CA 91701-4608

OUR PRINTER, 7201 HAVEN AVE., STE. 103, TSP ENTERPRISES, ALTA LOMA, CA 91701-6005

SIGN OF THE TIMES, 11325 GENOVA RD., JEFFERY HEILIG, ALTA LOMA, CA 91701-8561

MAK & ASSOCIATES, 2381 PARKVIEW LN., MAFZAL, KHAN, CHINO HILLS, CA 91709-1768

S & P ENTERPRISE, 11515 MONTE VISTA AVE., JUAN SANDOVAL, CHINO, CA 92307-1733

JOEY'S BARBQ, 3689 RIVERSIDE DR., RAYMOND MOORS, CHINO, CA 91710-2961

TRINITY MOTOR TRANSPORT, 8204 AVENIDA CASTRO, ALBERTO, GONZALEZ, RANCHO CUCAMONGA, CA 91730-3403

WE THE PEOPLE DOCUMENT SERVICES OF RANCH, 8977 FOOTHILL BLVD., STE. E, PHILLIPS DOCUMENT SERVICES, RANCHO CUCAMONGA, CA 91730-3498

TASTY AQUA #2, 9755 ARROW RTE., STE. J, C & Y PIZZA CONNECTION INC., RANCHO CUCAMONGA, CA 91730-3676

LUPE & JOHNNY'S BODY SHOP, 8517 GROVE AVE., LUPE SERRATO, RANCHO CUCAMONGA, CA 91730-4252

ADVANCE 2 MARKET, 9782 EL PASEO DR., MIRI AROSENBERG, RANCHO CUCAMONGA, CA 91730-6211

DUNRIGHT PLUMBING, 7583 HYSOP DR., JASON PIERCE, ETTWANDA, CA 91739-1863

WOOD DESIGNS AND MORE, 2131 S. HELLMAN AVE., AARON TAYLOR, ONTARIO, CA 91761-8044

CLASSIC LOAN & JEWELRY, 11031 S. CENTRAL AVE., GAIL BOOTSMA, ONTARIO, CA 91762-4542

## NEW BUSINESS

REWEBMART, 1902 S. BONITA AVE., JOE BUTTERS, ONTARIO, CA 91762-6403

OK LAW, 8880 BENSON AVE., STE. 119, WILLIAGENTRY, MONTCLAIR, CA 91763-1661

RECORDGARAGE, 9381 SHADOWOOD DR., APT. F, ALAN JEROME, MONTCLAIR, CA 91763-1905

KOREAN BBQ HOUSE, 4232 HOLT BLVD., BOMUL KIM, MONTCLAIR, CA 91763-4607

JBS DATA COMMUNICATIONS, 415 N. VINEYARD AVE., STE. 205, JAMES BEZUIDENHOUT, ONTARIO, CA 91764-5493

GOT CAR SOUND, 1335 W. FOOTHILL BLVD., TALAL FARRAJ, UPLAND, CA 91786-3639

G & G JANITORIAL & MAINTENANCE SERVICE, 1239 E. 9TH ST., APT. 4, MELVA GRANT, UPLAND, CA 91786-5501

GEM WORLD, 201 N. EUCLID AVE., PINNACLE GEM & MINERAL MININ, UPLAND, CA 91786-6038

ART WITH LIGHT PHOTOGRAPHY, 1484 W. 8TH ST., APT. 98, EMAD KAMEL, UPLAND, CA 91786-6123

HEAD GAMES HAIR DESIGN, 17993 U.S. HIGHWAY 18, STE. 18, SUSAN NEUMANN, APPLE VALLEY, CA 92307-2144

PRECISION HANDYMAN, 18995 RED FEATHER RD., BRYAN WALKER, APPLE VALLEY, CA 92307-5319

THE CHILD CARE PROVIDER, 1020 E. WASHINGTON ST., STE. 100, FRIENDS OF FORD SUCCESS ACA, COLTON, CA 92324-4115

URBAN STYLE RECORDS, 1705 E. WASHINGTON ST., STE. 102A, CHARLES REEDCASEY, COLTON, CA 92324-4623

PARADISE COFFEE SERVICES, GENERAL DELIVERY, CHUCK GIBBS, CRESTLINE, CA 92325-9999

LARRY'S SMOKEHOUSE, 18109 MERRILL AVE., ALAN CARROLL, FONTANA, CA 92335-5117

JB GENERAL ENGINEERING, 14306 CARYN CIR., JOSEPHBUDKA, FONTANA, CA 92336-3626

PIMENTEL PALLETS, 16464 BOYLE AVE., SHELBY PIMENTEL, FONTANA, CA 92337-7404

M & R DIESEL REPAIR & MOBIL SERVICE, 6772 11TH AVE., REBECCA TERRY, HESPERIA, CA 92345-4456

CREATIONS BY ANDREW, 6723 GROVE AVE., ANDREW NEUENSCHWANDER, HIGHLAND, CA 92346-2734

SUNQUEST BUILDERS, 27141 BASELINE ST., STE. 6,

ERICOBST HIGHLAND, CA 92346-3126

TURN OF THE CENTURY, 25590 PROSPECT AVE., APT. 20F, CHARLES BERLINGER, LOMA LINDA, CA 92354-3148

STAR ONE COMMUNICATIONS, 25826 DAVIS WAY, OCGC INC., LOMA LINDA, CA 91763-3906

POOL AND SPA OUTLET, 24601 REDLANDS BLVD., RICHARD I COLOSIMO, LOMA LINDA, CA 92354-4018

THE GAYNOR PARTNERS, 237 GRANDVIEW DR., STANLEY WEISSER, REDLANDS, CA 92373-6841

INTEGRATED PHARMACEUTICAL CONSULTING & E, 428 WILBAR CIR., CHARLES BROWN, REDLANDS, CA 92374-6352

FASHION VOGUE, 564 W. FOOTHILL BLVD., EMILIO SEGURA, RIALTO, CA 92376-4800

THRIFTY CAR SALES, 15111 PALMDALE RD., DEFORGE & HODHOD INC., VICTORVILLE, CA 92392-2547

POOL AND SPA OUTLET, 14284 VALLEY CENTER DR., RICHARD COLOSMO I, VICTORVILLE, CA 92392-4290

AAA BODY JEWELRY, 14400 BEAR VALLEY RD., CLUB ACCESS INC., VICTORVILLE, CA 92392-5470

ANTELOPE VALLEY BANK, 6074 PARK DR., CALIFORNIA BANK & TRUST, WRIGHTWOOD, CA 92397-0000

PREMIUM CONCRETE CONSTRUCTION, 12206 3RD ST., PETE RAMIREZ, YUCAIPA, CA 92399-4227

MILLINUM NOTARY SERVICES, 560 N. ARROWHEAD AVE., STE. 3A, FRANCISCA HERNANDEZ, SAN BERNARDINO, CA 92401-1219

SAVE TIME LUBE TUNE AND BRAKES, 911 W. HIGHLAND AVE., GREGG KERR, SAN BERNARDINO, CA 92405-3205

COMMUNITY HOMEBANC MORTGAGE SERVICES, 1881 COMMERCE CENTER E, STE. 120, ANNE WATKINS, SAN BERNARDINO, CA 92408-3442

CHONO'S TERIYAKI BOWL, 546 W. BASE LINE ST., SEAN CHHU, SAN BERNARDINO, CA 92410-2822

99 C PLUS MARKET, 26035 BASE LINE ST., MOHAMMAD WAD, SAN BERNARDINO, CA 92410-7059

THE ALAMO, 1263 W. 5TH ST., ANA BARBOSA, SAN BERNARDINO, CA 92411-2702

A GLOBAL REALTY AND INVESTMENTS, 543 MILL ST., LOUIS HOLGUIN,

SAN BERNARDINO, CA 92415-0001

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# CALENDAR<sub>02</sub>

**9 & 16** The Resource Center Two-Day Proposal Writing Workshop for nonprofit staff or volunteers, from 9 a.m. to 4:30 p.m., continental breakfast provided. How to prepare yourself to be a successful grant writer. Learn to write key components of a grant proposal, etc. and how to use the Internet and other resources to research funding opportunities. Guest speaker is Carol Geisbauser, a 20-year grant writer/director of the nonprofit Resource Center in Orange County. Location: Mt. Baldy United Way, 9375 Archibald Ave., Ste. 301, Rancho Cucamonga, CA 91730. Cost: \$250/\$225. For center associates, make checks payable to the Resource Center. To register, call (909) 686-2890. For more information, e-mail: resource4nonprofits@earthlink.net.

**9** A Web Site for Your Business: The Small Business Development and International Trade Center is offering the following two-hour workshop from 6 p.m. to 8 p.m. Behind the scenes look into the strategic world of Web site technology, design and development. Learn ways to create and develop a Web site presence that works for your business. Helpful tips and descriptions to most commonly used Internet jargon. No charge, but reservations are required. For information and registration, call the Mt. San Antonio College of Small Business Development Center at (800) 450-7232.

**12 & 13** The Celebration of "National Breast Cancer Awareness Month." Arrowhead Credit Union and R&B Auto Center, 16020 Foothill Blvd. in Fontana, join forces to fight breast cancer. ACU will co-host a fall savings sale from 9 a.m. to 9 p.m. For each auto loan generated through ACU during the sale, \$100 will be donated to the nonprofit organization, Women's Information Network Against Breast Cancer (WIN ABC). Free information on mammograms will be distributed on Oct. 12, from 10 a.m. to 2 p.m. Oct 18 is "National Mammogram Day." For further details on the events, call (909) 829-1140.

**12** Developing Your Business Plan: the (SBDC) is offering the following workshop from 9 a.m. to noon; 300 W. Second St. Ste. 203 in Pomona. A three-hour, in-depth workshop will cover business plan components, with hands-on exercises. For information, call Mt. San Antonio College Small Business Development Center at (800) 450-7232. Fee: (includes registration and book) Pre-paid, \$35.00 or \$40.00 on day of workshop. Prerequisite, start-up orientation or must be in business—advance reservation is required.

**12** Second Annual Business and Entrepreneur Conference, "Mindset of the 21st Century Entrepreneur," from 7:45 a.m. to noon (seminar includes breakfast), at the Abundant Living Family Church, 9239 Utica Ave., Ste. 120, Rancho Cucamonga. For more information, call (909) 987-7110 or (909) 623-1934.

**15** The Power of Forgiveness—topic for Murrieta For You Network's dinner meeting. Speaker, Kathryn Bridges, owner of Perfect Life Enterprises in Temecula, will share her incredible story of how she has defied terrible odds. A dynamic presentation, RSVP early. Networking, 5:30 p.m.; dinner at 6 p.m. at "The Grill" at Colony Country Club, 40603 Colony Dr., Murrieta. Contact person: Gisella Thomas, (909) 677-9839 Director, gisellathomas@foryounetwork.org.

**23** Met With the Bankers: The Small Business Development Center is offering the following two-hour workshop. Meeting with bankers and the U.S. Small Business Administration in an informal setting to learn about the loan alternatives for your business. For information and registration, call the Mt. San Antonio College (SBDC) at (800) 450-7232 Fee: No Charge. Oct. 23; 11 a.m. to noon, at 300 W. Second St., Ste. 203 in Pomona.

**24** Sunrise Ford Charity Golf Classic: To support the Juvenile Diabetes Research Foundation, at Sierra Lakes Golf Club in Colton. Enjoy a fun filled day of golf, presented by Sunrise Ford in Fontana. Help find a cure for diabetes;

save the date and become a sponsor. For information, call The Juvenile Diabetes Research Foundation-Inland Empire Chapter at (909) 424-0100 or e-mail: inlandempire@jdrf.org. Event chairmen—Jon Montgomery and Anthony Caridi.

**24** The Resource Center presents, Contacts That Count: Talking to the Media, from 8:30 a.m. to 12:30 p.m. at California Baptist University Extension, 1325 Auto Plaza Drive, Ste. 140, San Bernardino. This workshop will cover: Overview of the Public Relations Function, Creating a Press Kit, Writing Press Releases; identifying local media outlets: newspapers, magazines, radio, and TV, local legislators and their staffs. Presenter: Robbie Motter, consultant and owner of Contacts Unlimited, a marketing/public relations firm. For more information or to register, contact the Resource Center for Non-profit Management at (909) 686-2890. Cost: \$60.00—(\$50.00 for Resource Center Associates).

**29** Small Business Development and International Trade Center. Record Keeping: The Small Business Development Center/Internal Revenue Service two-hour workshop, from 10 a.m.-noon at 2400 N. Lincoln Ave., Altadena. Covers bookkeeping systems and accounting methods. Learning what records are needed and who qualifies for travel and car expenses, meals and entertainment expenses, and business gifts. Basic electronics filing and e-payment systems will also be discussed. For information, call Mt. San Antonio College (SBDC) at (800) 450-7232. No charge—reservations required.

**30** Marketing/Sales for Small Business: The Small Business Development Center is offering the following two-hour workshop from 6:30-8:30 p.m., 700 El Mercado Ave., Monterey Park. An overview on "How to Market Fundamentals," to assist you in identifying and reaching potential customers. For information, call the Mt. San Antonio (SBDC), at (800) 450-7232. No charge—reservation required.

OCTOBER 2002

## GAMAY...

continued from page 44

used here to indicate a certain type of wine (red, light and fruity) for decades and has become virtually generic. To deny its use to American wineries now would confuse consumers and work a financial hardship on the wineries.

It would be the rough equivalent of telling cheese producers they could no longer call a certain product Swiss cheese because it doesn't come from Switzerland, and hereafter must call it "cheese with holes in it," or something equally unfamiliar to consumers.

### PERFECT SOLUTION

Surely you didn't think I would tell you about a confusing situation without offering a solution? Here's what the bureaucrats at ATF would do if they had any smarts, which means it will not happen.

First off, to prevent confusing American consumers who have been buying a product called "Gamay Beaujolais" for decades and know what to expect from it, and to avoid working financial devastation on grape growers and wineries, declare Beaujolais a semi-generic name as is champagne, burgundy, chablis and chianti. All of these European place names are legal on American wines if preceded by a qualifying term such as "California Chablis" or "American Champagne." This will not appease the French, but it will solve the legal question of calling it Beaujolais when it isn't. Part two, will not appease the French either, but will solve the problem in the long run. ATF should place a sunset provision on the semi-generic use of the name Beaujolais, with say a 10-year lifespan. At the end of that time, the only way the name could be used on American wines is if the wine is made from the authentic Gamay grape of Beaujolais.

Growers and wineries would have plenty of time to change crops, and consumers would still be able to buy a user-friendly American wine called Beaujolais. Of course, U.C. Davis would have to finally provide the vines.

— Your Wine Friend J.M.

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## EXECUTIVE TIME OUT

## 'Magic Time' in San Francisco

by Camille Bounds, Food and Wine Editor

Just before the Thanksgiving and Christmas madness kicks in, it's 'Magic Time' in San Francisco. Jump in the car or hop an hour flight to the "city by the bay."

This is a great time of the year...the kids are back in school, and most tourists from Omaha, Idaho, Utah and wherever, are safely home and back to work. It is now safe to come out and play with some sanity and space to breathe, before the winter holiday commercialism kicks in.

As usual, the gastronomic delights beckon all over this fantastic city:

### Roy's an Euro-Asian experience

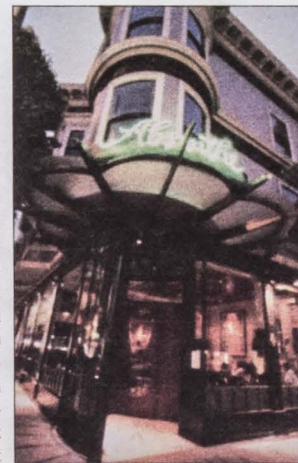
Try Roy's Euro-Asian style cooking. Roy's San Francisco opened a couple of years ago; has had time to settle down and offers some of the most unique east and west Polynesian dishes to be found—only at Roy's. Roy Yamaguchi started in his hometown in Hawaii on a gamble that a restaurant off the beaten path, with great indigenous food with a different blend and style, could be successful. Well successful is an understatement! Roy's can be found everywhere from Tokyo, Hong Kong, Palm Springs and Guam, to Scottsdale, Arizona, and even Los Angeles. There at least 20 of them and they keep coming.

Presentation and taste are a delight to the eye and palate. The menu is extensive and expensive. The appetizers could serve as a meal; they are so delectable. The raw fish items, like Roy Y's original blackened ahi with a soy mustard butter sauce, takes you to the tropics without the sea breeze. The charred Japanese-style butterfish has a texture and delicacy that makes the trip worthwhile. Smoked chicken lumpia and seafood pot stickers are also to be savored.

For the main courses, fresh seafood is offered, prepared with that tender touch that great fish dishes deserve. Lamb and chicken dishes are in abundance and prepared with the same tender, loving care. My only

criticism was that some dishes were served with too much sauce, which overwhelmed an otherwise fine presentation. Desserts are decadent and the wine list is as extensive as the regular menu.

The ambiance at Roy's San Francisco is comfortable and relaxing. The dining room and mezzanine form an L around Roy's signature open kitchen. Tables are separated to cre-



A charming facade marks the entrance of the Absinthe Brasserie and Bar.

ate an area that is intimate and comfortable. Bold sunset-hued art takes the diner to a tropical, relaxed destination. Service is friendly and professional. For a special night out with a different Asian twist, Roy's can fill the bill at 101 Second Street. Call (415) 777-0277 for recommended reservations.

### Absinthe is simple, flavorful and tasty

Absinthe Brasserie and Bar is the place to go if you are going to the theater or opera. Named for the potent green herbal liqueur that was a favorite of Oscar Wilde and Toulouse-Lautrec in the early 1900s and was eventually banned throughout most of Europe for its allegedly degenerative powers, the restaurant features a fine bar—minus the lethal drink.

Food is simple and tasty. The soups, appetizers and desserts are the stars of the show. The French onion

soup is flavorful and smooth and the beet borscht with caraway crème fraîche is a must if you are a borscht lover. The frritto misto baby artichokes and onions with lemon aioli is a gourmet delight.

Coq au vin, lamb ragout, and red wine braised Washington salmon fill out a varied menu of entrees.

An expansive wine list that has something for everyone is available. Service is excellent and if you are working within a tight time frame to make a curtain at the theater, just let the servers know and they will take care of you without giving you that rushed feeling.

Absinthe can be found at 398 Hayes Street at Gough. For reservations and information, call (415) 551-1590.



The Absinthe Brasserie and Bar is a popular destination for dinner before enjoying an evening at the theater.

### "Umbria" an Italian gem

If you like—no, love—Italian food, this little gem will spoil you for all other Italian cooking except possibly your mother's, (providing she is Italian and a good cook). We fell into "Umbria's" by accident. It is "kitty corner" to Roy's and we had arrived early and decided to stop for a drink before going to Roy's. What a delightful surprise! The place is small and cozy, without that crowded feeling. There are streetside tables and the ambiance is charming, without overdoing the "you're in Italy" routine. The staff is fun and happy to be

where they are...and it shows. Best of all, the food is from the Italian side of heaven. (We made arrangements to go back a week later to sample their menu.)

Everything has a fresh zest, from the marvelous salads, to the antipastos and soups. To me, the test of fine Italian food is the spaghetti marinara, what can go wrong? Simple ingredients: tomatoes, onions, oregano—a little of this and that. Most restaurants compete with too much acidity and a heavy tomato taste. This was the most heavenly marinara sauce on the continent. (I was told that it's in the timing of cooking each ingredient.)

There is a special menu that offers the presentations of the day as well as a set menu. The flawless ravioli porcini was delivered filled with mushrooms, yellow and green zucchini and shallots, covered with a light porcini cream sauce. A work of art. The lasagna al forno was oven-baked with homemade lasagna, béchamel and meat sauce and mozzarella cheese. Billed as the best in San Francisco...and it is. Fresh fish and lamb dishes are prepared in the same loving way, Italian style. (I am getting so hungry.) Portions are generous and prices are not extravagant.


Lovely wines are suggested by the glass and complement the dishes well. Listen to your servers, they know what they are talking about with their suggestions. Ports, dessert wines, sherries and Champagne/sparkling wines are available.

Desserts do not let down the momentum of the perfection of this place. Tiramisu reaches beyond the usual that is offered in other places and the cheesecake is a perfect end to a perfect meal, if you have room for it. Wonderful rich brews of coffee are available. "Umbria" is a special place. Be hungry when you go and you will enjoy. Mangia!!

"Umbria" is located at 198 Second Street. Do call for reservations at (415) 546-6985.

Camille Bounds is the travel/food and wine editor for the Inland Empire Business Journal and Sunrise Publications.





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